



10TH INTERNATIONAL RESEARCH CONFERENCE

3rd and 4th August 2017

'Changing Dynamics in the Global Environment: Challenges and Opportunities'

ABSTRACTS

General Sir John Kotelawala Defence University Sri Lanka

Ratmalana 10390
Sri Lanka

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Message from the Chief Guest



I am pleased to send this message to the Abstract Book of the International Research Conference-2017 of General Sir John Kotelawala Defence University, Sri Lanka, especially on the occasion that it is held for the 10th consecutive time. Research, experiment and invention have been in existence ever since the presence of man on this planet, and it has been brought into a whole new level and caliber in the 21st century, which can be witnessed in the pro-research environments and research conferences of this nature promoted and held by universities around the world. In this milieu, KDU-IRC, I believe, has become predominant in providing a collective platform for both civil and military specialists to engage in multidisciplinary discussions while showcasing new discoveries related to multiple disciplines. I firmly believe that, this year's conference theme

Changing Dynamics in the Global Environment, is both timely and appropriate for local as well as foreign scholars to display and gain recognition for their research achievements. Also worth mentioning is the importance of such collaborative multidisciplinary research which will ultimately pave path for inculcating professionalism, boosting international relations and nation-building, which, I presume, is undoubtedly one of the aims of KDU-IRC as well. Finally, while congratulating and appreciating the work done thus far by Kotelawala Defence University in general and the conference organizers in particular, I wish all the success for the 10th International Research Conference of KDU.

HON SUSIL PREMAJAYANTHA
Minister
Ministry of Science, Technology and Research

Message from the Secretary Ministry of Defence



It is a pleasure for me to send this message to the International Research Conference 2017 of General Sir John Kotelawala Defence University (KDU) in my capacity as the Secretary to the Ministry of Defence and the Chairman of the Board of Management of KDU.

It is well-known that Kotelawala Defence University has been rendering a yeoman service in the field of defence education catering to the requirement of producing graduate officers for the tri-services in Sri Lanka, and today it has grown in strength to extend its high quality, tertiary level, English medium education for Sri Lankan youth as well as for foreign students. In this context, it is heartening to see that it is also playing a leading role in the field of multi disciplinary research, and I am

sure that the tenth anniversary research conference on the theme, “Changing Dynamics in the Global Environment: Challenges and Opportunities”, would provide a sound platform to discuss with highest intellectual and philosophical depth on diverse issues in the dynamic world we are living today, particularly with a view to opening new avenues for solving our problems.

I take this opportunity to congratulate the Vice Chancellor and KDU staff on organising this important event and also to commend the researchers who took it upon themselves to make a valuable contribution to the knowledge bases of their respective disciplines, particularly in Defence and Strategic Studies. I wish the participants of this International Research Conference an intellectually fulfilling experience.

KAPILA WAIDYARATNE PC
Secretary
Ministry of Defence

Message from the Vice Chancellor



It is with great pride and pleasure that I pen this message for the Abstract Book of the International Research Conference of General Sir John Kotelawala Defence University, Sri Lanka (KDU-IRC), especially at this symbolic moment when it is held for the 10th consecutive time. Over the past decade, KDU-IRC has made its distinct mark in the arena of multi-disciplinary research both nationally and internationally. This is certainly a matter that cannot be ignored; it gives me immense pride in reminiscence, especially as we celebrate KDU-IRC's 10th anniversary, and I am humbled to be at its helm.

Today, KDU-IRC has attracted specialists in diverse fields across the globe, enriching and encouraging its multi disciplinary space in the field of research and in the practice of knowledge dissemination. This year's conference under the theme Changing Dynamics in the Global Environment gathers experts both local and foreign under various disciplines, including defence and strategic studies. In particular, we are proud to have internationally eminent, Sri Lankan born scientists such as Prof. Chandra Wickramasinghe and Dr.

Bandula Wijay with us this time as they have made our motherland proud in the international arena as renowned experts and intellectuals in their respective domains.

KDU-IRC stands strong today with the great withstanding support of KDU staff and its well-wishers. I am especially thankful to the Ministry of Science, Technology and Research and the National Science Foundation, not forgetting the Ministry of Defence for their unfailing support in co-organising this conference.

It is my sincere wish that the plenary sessions, pre/post-conference workshops, and oral and poster presentations, which will unfold during the course of these significant days, will generate productive discussion and constructive criticism and will instigate thought for development in future. I hope that many would make KDU-IRC events an opportunity to study the changing dynamics in the socio-cultural environment in Sri Lanka, and help place our nation high, driving it towards success in the global matrix.

REAR ADMIRAL JAGATH RANASINGHE USP, psc
MSc(DS)Mgt, MMaritimePol(Aus), PG Dip in CPS, Dip in CR, AFNI(Lond)
Vice Chancellor

Message from the Conferenc Chair



It is with great pride that I write this message as the Chair of 10th International Research Conference of General Sir John Kotelawala Defence University (KDU IRC), in this exciting time in KDU history.

For a decade KDU IRC has been a platform for knowledge sharing among researchers of various backgrounds. In this special year on its 10th anniversary, KDU IRC has invited over 50 experts from world over to share their knowledge and to initiate collaborations with their local counterparts numbering well over 1000.

KDU IRC received 557 research papers this year. Out of which 365 has been selected through a double blind peer review process for presentation. I, therefore, have no doubt that the outcomes of the conference would not only bring pride to KDU, but also uplift the status-quo of research and development of the country as a whole.

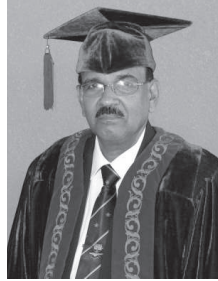
My task as the Chair this year would have been laborious, if not for the guidance, assistance and most of all the freedom given to me by the Vice Chancellor, Rear Admiral JJ Ranasinghe to mould and shape this conference to present-day requirements.

The generous assistance received from the Ministry of Science Technology and Research and the National Science Foundation is also praise worthy.

I hope both local and international participants will actively contribute in discussions, make new connections and have a productive and memorable time during the two days of the conference at KDU. I wish you all the very best.

DR PRASANNA PREMADASA
PhD(UK) MSc(UK) BSc Hons. (Perad.)
Chairperson
10th International Research Conference - 2017

Message from the Session President



As the Dean of the Faculty of Management Social Sciences and Humanities, I am pleased to pen this message to the Book of Abstracts of the 10th International Research Conference of KDU held on the theme, “Changing Dynamics in the Global Environment: Challenges and Opportunities

In line with the main conference theme, the Faculty organized its session under the sub theme, “Changing Dynamics in Management, Social Sciences and Humanities: Challenges and Opportunities”. While the plenary session will be conducted on the selected sub theme, arrangements have been made to conduct four technical sessions in different subject areas handled by the Faculty on the following themes to provide an opportunity for interested researchers to present their research outcomes.

Changing Dynamics in Logistics Management
 Changing Dynamics in Business Environment
 Changing Dynamics in Socio-Economic Environment
 Changing Dynamics in Languages and Communication

It is heartening to note that in response to our invitation to researchers in the above disciplines, we received one hundred and six (106) abstracts / extended abstracts/ full papers for the Faculty sessions, and out of these, thirty-two (32) papers were selected for oral presentations through a double-blind peer reviewing process where one of

the two reviewers was from outside the university. Considering multiple factors including the issues and specialties of the Defence University and the nature of the papers, eight (8) papers were selected for poster presentations.

The selected conference papers cover both micro and macro aspects of the variety of disciplines of the Faculty’s scope, and I am of the conviction that the plenary session chaired by renowned scholar, Prof. PSM Gunaratne and with contributions from high caliber plenary speakers, Prof. Paul Tae-Woo Lee (Changing Dynamics in Logistics Management), Dr. WW Wijewardena (Changing Dynamics in Business Environment), Prof. Sirimal Abeyratne (Changing Dynamics in Socio-Economic Environment) and Dr. Asantha Attanayake (Changing Dynamics in Languages and Communication), will open the forum for active technical sessions on day 2 of the Conference. I am sure that the outcomes of both the plenary session and technical sessions will provide inputs for both academics and professionals to revisit their concerns with the focus on policy identifications and implementation of the respective disciplines.

Finally, I would like to record my appreciation for the leadership given by the Vice Chancellor of KDU, and the continuous support given by the Conference Chair and Secretaries, Faculty Coordinators and members of the central as well as the faculty committees to conduct the FMSH sessions of IRC 2017 with great success.

DR MM JAYAWARDENA

Dean of the Management, Social Sciences and Humanities

President

Management, Social Sciences and Humanities Session

*Plenary
Sessions*



GLOBAL PRODUCTION DYNAMICS AND RISE OF ASIA

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Asia has become the fastest-growing region in the world. Yet it seems that many have not seen it as an outcome of the global production dynamism associated with long-term business cycles. In the year 1817, it was about the economy of England that economists were fascinated about. In 1917, it was all about the US economy, while after 100 years – today in 2017, it is about Asia.

Growth of Asia is an outcome of a divergent conditions and events in the global economy which ultimately converged and produced impressive performance in trade, investment, and economic growth. Even for Sri Lanka, it is the biggest opportunity that it ever had throughout its post-independent history. Whether we pass through or pass by this opportunity is absolutely in the hand of Sri Lanka itself.

CHANGING DYNAMICS IN BUSINESS ENVIRONMENT

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Civilisations throughout history have depended on individual initiatives organised as businesses to create wealth and generate prosperity to members. However, like any other natural phenomenon, businesses are also subject to evolution and constant change. These changes have facilitated them to survive, grow and prosper. In the modern world, these changes are taking place at an unprecedented rate requiring businesses as living organisms to successfully wade through them. Such changes in turn require those who run businesses as well as those who receive their services too to change.

Two dynamics have changed substantially in the last few decades or so creating a completely new business environment. One is the technological dynamic represented by advancements in information and communication technology (ICT) generating a paradigm shift in how businesses do their business. The other is the social dynamic which requires businesses to function responsibly and with accountability to meet the social goals.

The first has forced the businesses to think anew, strategise for an unknown future world and be a partner of the change rather than remaining a victim. It requires all those who run businesses to de-educate themselves and re-educate them with new knowledge. Since the existing technology, business practices and investments are subject to

continuous diminishing returns, with fast changing ICT, businesses are to reach the saturated point fairly quickly pushing them along a downward growth spiral. In these circumstances, the challenge is to assume a new identity, supported by new technology, making it possible for them to make a series of 'quantum leaps'.

In the social dynamic, the community expects from businesses the same high service and governance standards as they expect from public sector institutions. The new business world is now characterised by society's demand for good governance, accountability, full disclosure and openness. In this new world, the old corporate social responsibility (CSR) behind which businesses had been taking cover for some time have become irrelevant. If they fail in their social dynamic responsibilities (SDR), they are constantly subject to public protests and agitations making it difficult for them to survive in a competitive market, on the one hand, and public interest litigations which place legal impediments for them to continue as businesses, on the other.

A successful business is one which is conscious of both these dynamics and ready to adopt suitable strategies to derive maximum benefits for themselves.

STRATEGIC VALUE OF THE BELT AND ROAD INITIATIVE FROM THE MARITIME TRANSPORTATION AND LOGISTICS

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The “Silk Road Economic Belt and the 21st-Century Maritime Silk Road” (collectively known as One Belt One Road: OBOR) has been initiated by the Chinese government in 2013. The OBOR is increasingly becoming a focal point for socio-economic-political interests because of its likely impact on land and sea transport and maritime logistics. The geographic coverage of the OBOR indicates an approach to enhance wider regional economic development along major economic and maritime corridors that will connect China with strategic trade hubs and industrial clusters. The corridor developments in the OBOR face numerous challenges in developing logistics and container port infrastructure to reduce logistics costs. For example, China-Pakistan Economic Corridor (CPEC), Bangladesh-China-India-Myanmar (BCIM), Economic Corridor Corridors in Greater Mekong Sub-region

Economic Cooperation, and Lanzhou-Kathmandu South Asia Freight Rail may affect maritime transportation and logistics system directly and indirectly. Therefore we need to investigate a new hub-and-spoke system in the Indian Ocean. The aim of this presentation is three-fold: first, to provide an overview of the OBOR focusing on its key elements, such as corridors, city clustering, dry ports, infrastructure, zone and area development, in association with a visual approach; second, to investigate the expected impacts and implications of the BRI on maritime transportation and logistics; and third, to highlight maritime strategic value of OBOR in tandem with policy suggestion from the viewpoint of Sri Lanka.

Keywords: One Belt One Road, Hub-and-spoke, Container port, Economic Corridor, Indian Ocean, Sri Lanka

CHANGING DYNAMICS IN LANGUAGE AND COMMUNICATION ENGLISH CULTURAL WESTOXICATION AND CONFUSED NATIONS

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English language and its culture is not merely a representation of the colonial masters' language in today's context. They are synonymous with capitalism, westernization and materialism. As opposed to communal and duty-bound native cultures, individualistic, rights and freedom-based western cultures appeal to the younger generations. This appeal is further strengthened by the 'developed' nature of western societies in the face of a never-ending struggle 'to develop' the third world. English language, as an unmistakable carrier of the aforesaid westoxication, influences and shapes the cultures of the developing nations. This paper examines the dichotomous nature of the functioning of English language and English culture in the context of the mother tongues and

local cultures in Sri Lanka in its various facets of communication and attempts to draw parallels with her neighbouring countries such as India and Pakistan. Communicating in English is a sure manifestation of a kinship to the culture it represents and is desired by many learners of it. At the same time, the lack of confidence to communicate in it, mainly in the spoken form, is a strong detriment that stems from attitudes prevalent in the Sri Lankan society. With failed attempts to communicate in it, mostly through speaking, the younger generation resorts to various other means of representing an Anglophone culture, which results in either an ignorant or confused cultural identity.

Keywords: confidence, confusion, English culture, failed attempts, westoxication

*Oral
Prasentation*



IDENTIFYING THE IMPACT OF BANKING PRODUCTS TO GREEN BANKING INITIATIVES: CASE STUDY FOR A STATE BANK

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Being part of the global trend banks have started moving towards the green banking concept through reducing their internal resource usage and being a key influencer for business entities to follow green initiatives. However banks being in the service industry, customer perception and acceptance become critical in whatever change they do. State bank in focus with a number of digital products offered to customers, has no evidence to judge what impact those products creates on green banking initiatives of the bank. This research therefore addresses the knowledge gap that exists, which then provide useful insights for the management to develop strategies in promoting green banking initiatives of the said bank. The study aimed to identify the impact of banking products of the said bank towards implementing its green banking initiatives, identify the most important banking products of the bank in implementing green banking and analyse the most effective means of making customers aware of green banking initiatives of the bank. Critical literature review allows identifying, green lending, e-accounts, internet banking, cash

deposit machines (CDMs) and electronic payment cards as important factors to be tested against green banking initiatives of the bank. Co-relation between the above independent variables and the dependent variable were then tested. Hypotheses were tested based on co-relations established on data analysis. The research collected data from 124 respondents through a self-administrated questionnaire.

Results revealed all factors tested are significant and moderate to strong positive co-relation to green initiatives of the bank. However e-accounts identified among them create the highest impact (47.7%) on implementing green initiatives across the bank. It has also found television advertisements as the most effective means of promoting green initiatives of the bank. The study concludes all the factors tested have a positive impact on green banking initiatives of the state bank.

Keywords: Green banking, Green initiatives, Green lending, Paper-less banking

ANALYSIS OF THE IMPACT OF GREEN PRACTICES ON THE PERFORMANCE OF LARGE SCALE APPAREL INDUSTRY OF SRI LANKA

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This research has been conducted to analyze the impact of green practices on the performance of large scaled apparel industry. People are increasingly concerned with the social responsibility and business ethics while doing businesses. Suppliers prefer companies that have good ethical practices where green logistics is one of the major priorities. Consumers are also increasingly more aware and concerned with global issues, which results in greater demand for eco-friendly or green goods and services. The objective of the study was to analyze the impact of green practices in the performance of large scale apparel industry of Sri Lanka. Study covers the production lines that are enlisted with the Sri Lankan Board of Investment, which principally accumulates substantial scale organizations in the garment sector. The sample is 30 large scale garment factories. Judgemental sampling was used to select the major apparel manufacturers. Interviews as well as questionnaire survey method were used for data

collection. The study discovers most of the plants overviewed deliberately actualized no less than one natural management practice which affects positively, for example, water re-use, material re-use and ecological reviews, reduction in the carbon footprint, solar power usage. Employees have a more favourable view on companies that have environmentally friendly practices. Today businesses focus more on quality management to grab customer interest via inculcating rich corporate social responsibilities which is the main concern of the consumers, suppliers, employees, government and environmental activists. This concept of green manufacturing has become a key strategy for companies in generating competitive advantage and sustainability to achieve the organizational goals and objectives.

Keywords: Green practices, Environmental impact, Water usage, Energy usage, Carbon footprint

DETERMINANTS OF CORPORATE SUSTAINABILITY REPORTING: EMPIRICAL EVIDENCE FROM SRI LANKAN LISTED COMPANIES

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The aim of the study is to identify the determining factors of firm-specific and board-specific characteristics on the sustainability reporting of Sri Lankan listed companies. The sample consists of 220 companies listed in the Colombo Stock Exchange for the period of 2012-2016. The secondary data were collected while logistic regression analysis was executed to test the hypotheses. Logistic regression results suggest that profitability, firm size, leverage, firm growth and firm age are significant firm-specific determinants of corporate sustainability disclosure while board size, board independence, female directorship and board ethnicity are significant board-specific characteristics of sustainability

disclosure of firms in the sample. Both firm age and boards with female directors are negatively associated with sustainability disclosure, whereas all other significant variables are positively associated. Moreover, the results indicate that industry, leadership duality and directors' shareholdings are not significantly associated with sustainability reporting. The study is based only on the presence or absence of corporate sustainability disclosure without analyzing the quality aspects of sustainability disclosure which could lead to misinterpretation.

Keywords: Corporate disclosure, Determinants, Listed companies

DISASTER MITIGATION STRATEGIES IN URBAN DEVELOPMENT: WITH SPECIAL REFERENCE TO KADUWELA AREA

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Disasters are unavoidable occurrences that cause damage to the life style of, not only humans but also animals. Wherever the country is and whatever the location of the country is in the world, it is the truth and law that they have to face disasters in many ways, not only natural disasters but also man-made disasters. Out of natural disasters and man-made disasters, natural disasters are the most important as they cannot be avoidable. This study examines the impact of structural mitigation strategies and non-structural mitigation strategies on the effectiveness of flood mitigation strategies in urban development. In particular, the study

focuses flood disasters in Sri Lankan urban cities with special reference to the Kaduwela geographic area. The study employed a questionnaire and unstructured interviews for the data collection. The study finds that structural flood mitigation and non-structural flood mitigation strategies influence the effectiveness of Flood mitigation strategies in urban development. The study also discusses policy implications in mitigating natural disasters.

Keywords: flood, structural mitigation, non-structural mitigation

THE EFFECTS OF CORPORATE GOVERNANCE ON CAPITAL STRUCTURE: A STUDY OF LISTED MANUFACTURING COMPANIES IN SRI LANKA

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Capital structure decisions are vital for any organization in order to identify the optimal combination of debt and equity, which will enable to achieve an organization's ultimate objective of shareholder wealth maximization. Good corporate governance practices prevailing in the organization would ensure that the managers are acting for the best interest of the owners of an organization. The study attempts to identify the effects of corporate governance on capital structure in firms listed in the manufacturing sector in Sri Lanka. A sample of 34 manufacturing entities were selected out of 38 companies based on the availability of data for the period of 2012 to 2016. The study employed corporate governance variables of board size, proportion of non-executive directors, director

ownership and CEO duality. The capital structure was measured using Total Debt Ratio (TDR) as the dependent variable. The study also employed the control variables of firm size and profitability. The variables were empirically tested using multiple regression analysis. The results revealed that proportion of non-executive directors, CEO duality and director ownership tend to have positive and significant relationship with capital structure while the association between board size and capital structure depicts negative, insignificant relationship.

Keywords: Corporate Governance, Manufacturing Sector, Listed Companies

COST OPTIMIZATION OF DISTRIBUTION NETWORK IN COCA COLA BEVERAGES SRI LANKA LIMITED

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This research investigates cost mitigation in outbound distribution system of the beverage industry. The increasing cost of fuel and maintenance of trucks drives the requirement of cost optimization in outbound logistics. As a beverage manufacturing company, Coca Cola Beverages Sri Lanka has to be competitive by reducing its cost of distribution while maintaining the service level. For the purpose of reduction of the distribution cost, an analysis is carried out using secondary data that is obtained from Sales Reports and SAP system of the company. High demand fluctuations have been observed which directly influences the cost of distribution. Although the company has sought to optimize their distribution operation, the basis of truck allocation is not rational because the company focuses to deliver shipment, based only on distributor order without taking into consideration the average demand of a particular

region. Thereby high number of small trucks travel to the distributors in a same region instead of consolidated shipments in a high capacity truck. So evaluating this scenario, a decision has been taken to create a systematic approach for truck allocation by cost comparison of different capacity trucks depending on the mileage. Hence to optimize the cost of outbound distribution, a mathematical model was developed by using Integer Linear Programming using reliable sources to collect data. Software assistance is taken by Lingo 13 optimizer tool to solve this mathematical model. In addition to the optimized mathematical model, the importance of using such a system in the distribution network is stressed by presenting a cost reduction of approximately 18% compared to current scenario.

Keywords: Optimization, Distribution, Operations

DETERMINING THE STATISTICAL PROCESS CONTROL LIMITS FOR UNCERTIFIED SRI LANKA STANDARD (SLS) BOXES OF MATCHES IN SRI LANKAN MARKET.

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Quality control limits through Statistical quality control charts are used to control the quality of the process in product manufacturing. It can be used to determine whether the manufacturing process is operating according to the desired quality standards. Manufacturing boxes of matches should be in appropriate quality as it is considered the safety consuming item. This paper addresses the main objective of determining the statistical quality control limits for uncertified Sri Lanka Standards (SLS), boxes of matches manufactures in Sri Lanka". Sub research objective is "to determine whether SLS Uncertified Boxes of matches are Really safety related to its production process.". 1135 sample units of match sticks were used for the study using 25 samples for the study. Primary data were gathered using direct observation method from uncertified Sri Lanka Standards box of matches manufacturers regarding the considered quality characteristics in both variables and attributes in product. Eight quality dimensions such as the number of matches in a box, ignition and burning, afterglow, length of splint and match head, bending strength, were the considered

quality characteristic of the boxes of matches. These quality characteristics were taken from SLS recommendations. Statistical Quality control equations, Statistical quality charts were used to analyse the data. Lower control and upper control levels of the characteristic of the SLS uncertified match boxes are as follows. Length of Splint 30.7 mm -34.8mm, length of the head 3.3mm -3.5mm, Burning time 13.8sec - 17.8 sec, Bending strength 35.1sec-40.7 sec, Afterglow 1.46 sec- 2sec, safety 0 -12.6, adherence 0-4.89, No of match sticks in the box 44-46 sticks.

Generated quality control limits prevailed within SLS requirements except the quality dimensions, the Length of Splint and the Burning time. They highlight that these boxes of matches which do not have SLS are unsafe due to the uncontrolled production process based on SLS. Thus, the Sri Lankan manufacturers should draw their attention to produce full quality productions with a high priority to safety.

Keywords: Quality Control limits, boxes of matches, Quality Control charts.

ANALYSIS OF FACTORS AFFECTING THE EFFECTIVENESS OF INDIRECT PROCUREMENT PROCESS OF MANUFACTURING FIRMS

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Procurement process can be considered as an activity of the initial stage of supply chain management, which will thus lead to attaining inputs which will significantly affect the output of the organization. When considering about the procurement function of manufacturing organizations, there are two categories as direct and indirect procurement. Indirect procurement is the procurement of components/material which will not be used as direct raw material for the production process. Although indirect procurement is not given attention as much as for direct procurement, indirect procurement is vital as it has the ability to hinder operations of an organization if not done properly. Therefore, this study is mainly focusing on the indirect procurement process in manufacturing organizations and about the factors which influence the indirect procurement process of manufacturing organizations. The purpose of the study was to analyze the factors which affect the effectiveness of indirect procurement process of manufacturing organizations while the main objective was to identify the factors which significantly affect the effectiveness of indirect procurement process. Primary data was collected through a questionnaire survey among 300

respondents within the procurement departments of different manufacturing companies. The respondents were selected from executive level and above. Convenient sampling method was used. 250 questionnaires were acceptable with a response rate of 83%. The Likert scale was used to obtain the responses. The questionnaire consisted of 24 factors identified through the literature review. The collected data was analyzed using the SPSS software. The KMO test was done (value 0.919) and the Cronbach Alpha value 0.941 was obtained. Factor analysis was conducted and Varimax rotated component matrix was derived. 4 factors were extracted. According to the study the most influential factors for indirect procurement process are internal procurement procedures, operational characteristics of the procurement department, management of external factors and procedures with suppliers. Therefore, organizations should focus more on these factors to improve on the effectiveness of indirect procurement processes which will in return help them to have smoother and more productive operations.

Keywords: Indirect procurement, Effectiveness, Procurement process

IMPACT OF HUMAN RESOURCE PRACTICES ON ENTERPRISE PERFORMANCE IN SMALL AND MEDIUM-SIZED ENTERPRISES OF SRI LANKA

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Abstract: Human resource management (HRM) is a new concept for Sri Lankan Small and Medium-scale enterprises (SMEs); there are few studies on HRM practices and its impact on enterprise performance in Sri Lankan SMEs. The investigation of the impact of human resource management and the enterprise performance has mostly been carried out in big companies only. The objectives of the study were to address the linkage between HR practices and enterprise performance, and to identify the impact of HR practice on enterprise performance in contemporary SMEs in Sri Lanka. The response rate was 67.8% which represented 144 manufacturing SMEs in the Western Province of Sri Lanka. The study employed a categorized questionnaire for owner-managers of SMEs. Stratified sampling technique was applied to obtain the sample size of the study. Cronbach alpha, descriptive statistics, Pearson correlation coefficient and Multiple Regression were used for various analyzes of this study. The findings of the research revealed that Human Resource Management practices positively influence on the performance of SMEs. The results of this study revealed that Recruitment/Selection, Training/

Development, Performance Appraisal and Reward/Compensation were independently and positively correlated with Enterprise Performance. Correlation analysis showed that HRM practices had a positive relation with enterprise performance. The maximum correlation ($r=0.703$) existed between Reward/Compensation and Enterprise Performance, followed by the association ($r=0.672$) between Training/Development and Enterprise Performance; Recruitment/Selection and Enterprise Performance ($r=0.654$); and Performance Appraisal and Enterprise Performance ($r=0.634$). The study also found that RNS, TND, PA and COM are positively related to enterprise performance with adjusted R^2 of 60.6 and F-value 47.173 ($p<0.01$). RNC and enterprise performance had the strongest effect on enterprise performance with a standardized beta of 2.81. This study found that HRM practices are also positively related to better enterprise performance.

Keywords: Human Resource Management, Small and Medium enterprises, Human Resource Practices

A STUDY ON THE FACTORS INFLUENCING THE USE OF E-COMMERCE BY CUSTOMERS IN COLOMBO WITH RESPECT TO B2C MARKET

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This study explores the factors influencing the use of e-commerce by the customers in Colombo district with regard to the B2C market. The conceptual framework was designed based on the Theory of Planned Behaviour (TPB) and 24 potentially influential factors were explored throughout the study. Primary data were collected by means of a questionnaire given in internet based and printed formats where the respondents were received from both users and non-users of online purchasing in the Colombo district of Sri Lanka. 354 valid questionnaires were used in the analysis and the Cronbach's Alpha was 0.719 in the reliability test. A proper and well explained descriptive analysis of the variables followed by the KMO and Bartlett's test, Hypothesis testing,

Factor analysis and an advanced model fitting was carried out. Analysis revealed that there is a very positive opinion towards online purchasing and people do have the willingness towards it. In view of the above and the model developed, it was found that attitudinal factors have a profound effect while subjective norm and perceived behavioural control shows a superficial effect on the online purchasing intention. Based on the inferences from research findings, recommendations and strategic and managerial suggestions were also made.

Keywords: Online purchase intention, Theory of Planned Behaviour, Decomposed Theory of Planned Behaviour, e-commerce

THE IMPACT OF MICRO FINANCIAL SUPPORT ON DEVELOPMENT OF SMALL AND MEDIUM SCALE ENTERPRISES (SMES)

(With special reference to Anamaduwa Divisional Secretariat in Puttlam District)

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SMEs play an important role in any economy through generation of employment, contribute to the growth of GDP, embarking on innovation and simulating of other economic activities. Over the years Micro Finance Institutions play a vital role in fulfilling the financial needs of SME holders and create a platform for SMEs growth. The growth in SMEs should be encouraged and supported to bring about favorable economic growth and development, alleviate poverty and improve the standards of living. Therefore, the main objective of the study was to examine the impact of micro financial support on growth and development of SMEs. 100 SME holders in Anamaduwa Divisional Secretariat Division in Puttlam District were used as the sample using the Morgan approach of sample selection through the purposive sampling technique, using a structured questionnaire. Multiple regression model revealed that, financing

of SMEs (credit facilities), development of management skills and marketing facilitation cause to increase the growth and development of SMEs and the development of management skills could be identified as the most crucial factor for predicting the growth and development of SMEs. Satisfaction level of SMEs towards credit facilities and the development of management skills and marketing facilitation were recorded at moderate levels while the satisfaction level of SMEs towards financial literacy has shown a low level SME holders are highly satisfied with their current growth and development.

Keywords: SME holders, Micro financial support, Growth and development of SMEs

STUDY ON JOB SATISFACTION AND ABSENTEEISM AMONG SENIOR & JUNIOR SAILORS OF MEDICAL BRANCH IN SRI LANKA NAVY

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Physical and Mental Health of Naval personnel is essential for an efficient Navy. All naval commands have a naval hospital that look after health needs of the respective command. The medical staff of these hospitals consist of consultants, medical officers, psychologists, counselors, Admin Officers of Health, Nursing Officers, Para Medics, and Medical Assistants. However, it has been noted come to notice that absenteeism rate has increased in the medical branch progressively during the last 3 years. Due to the negative effects of this, it was understood the importance of exploring possible reasons that affect absenteeism and job satisfaction. Thus, the research aimed to explore reasons for absenteeism, factors that affect job satisfaction, recommendations to reduce turnover rate and to increase job satisfaction in medical branch. A semi structured questionnaire comprising of Likert scale questions, open ended questions, and close ended questions was used to collect data. 347 medical assistants representing both male and female of all rates participated. 68% of medical assistants

strongly agreed that “giving proper duty shifts” as a good way to reduce absenteeism rate. 64% have strongly agreed with the idea of “minimizing non-medical duties as much as possible” as a way to reduce the turnover rate. 60% of participants strongly agreed that giving duties matches with their professional training and it would increase job satisfaction. 76% of the participants agreed or strongly agreed that Job is secured as long as they do their job well. 73% of the participants strongly agreed or agreed that their job helps them to learn lots of skills. 73% of the participants strongly agreed or agreed that this their job helps to improve experiences. The research findings constructively contributed to make important recommendations to reduce absenteeism and increase job satisfaction.

Keywords: Job Satisfaction, Absenteeism, Health

IMPACT OF DIFFERENT TRAFFIC MOVEMENTS ON REVENUE OF BANDARANAIKE INTERNATIONAL AIRPORT (AIRCRAFT MOVEMENTS, PASSENGER MOVEMENTS & VISITOR MOVEMENTS) 10TH INTERNATIONAL RESEARCH CONFERENCE OF KDU

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This research scrutinizes the impact of International aircraft movements, International passenger movements and visitor movements on the revenue of Bandaranaike International Airport. Revenue management is a potential burden to an airport with resource utilization and profitability targets. The research initially found the impact of the above-mentioned movements of the airport revenue and ultimately discussed the suggestions to improve the present situation as well as to find the new avenues of revenue to profit maximization. As a method to identify this impact, secondary data were used for five years from 2011 to 2015. This includes the monthly data of airport gross revenue, total of international aircraft and passenger and visitor movements. Multiple regression analysis was used to find the impact and has proven this model

with different statistical measurements. The study found the positive relationship between aircraft movements and passenger movements on airport revenue. Tests verified that there was no significant impact from the visitor movements. The Research is aimed at providing suggestions to improve both significant and insignificant traffic movements in order to facilitate the future requirements of the airport.

Keywords: Bandaranaike International Airport, Total gross revenue, International passenger movements, International aircraft movements, Visitor movements, Multiple regression analysis.

DEVELOPING AN ELECTRONIC ACCIDENT REPORTING SYSTEM TO SRI LANKAN APPAREL INDUSTRY

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Under-reporting of occupational accidents is becoming a major concern where management of occupational safety and health is considered. Drawbacks of the current accident reporting system have been identified as the main cause of accident under-reporting in the industrial sector. Thus, this study is aimed to develop an electronic accident reporting system and a mobile app to overcome the prevailing issues of the manual system and thereby reduce the under-reporting of occupational accidents in the apparel industry. Four objectives were formed to study the accidents/incidents, the current accident reporting system in the Sri Lankan apparel industry, the requirement of an electronic accident reporting system to the Sri Lankan apparel industry and to develop an electronic accident reporting system to the Sri Lankan apparel industry. The study was structured in several steps. In-depth knowledge was gained

regarding the research stream which was sorted upon the degree of relevance to the study. Semi-structured interviews were conducted with industry experts to identify the requirement of an electronic accident reporting system, issues of the current system and needed improvements. The Findings of the interviews revealed that under-reporting of accidents mostly happen due to the inefficiency of the manual accident reporting system currently used in the industry. The existing system was found to be discouraging and rigid. Suggestions were provided by the professionals and OSH experts to improve the current system. Once the system and the app were developed, they were validated by an expert survey and a test run respectively.

Keywords: Occupational Safety and Health, Accident Under-reporting, Electronic Accident Reporting System

DETERMINANTS THAT AFFECT THE SELECTION OF A LOGISTICS SERVICE PROVIDER IN THE MANUFACTURING INDUSTRY WITH REFERENCE TO SRI LANKA

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Nowadays Logistics outsourcing is an emerging trend in the manufacturing industry. Many manufacturing companies try to outsource their logistics activities to third parties to focus on their core competencies. Therefore, third party logistics industry is a strategic arm for today's companies especially in the manufacturing industry. Thus the purpose of this study was to analyze the factors which affect the selection of a logistics provider in the manufacturing industry. The objective of this research was to determine the factors which affect the selection of a logistics provider for the manufactures in Sri Lanka. The target sample of this research was manufacturing companies which outsource at least one logistics function to a logistics service provider. After a comprehensive literature review, a structured questionnaire was constructed with 25 variables. Likert scale with 5 responses was used to capture responses. The study collected primary data from 150 companies through a questionnaire survey. Among these companies, 123 valid responses were received (response rate of 82%). Convenient sampling

was used as it was difficult to get responses from organizations. Executive and managerial level employees were taken into consideration in the survey. The SPSS software was used to analyze the data. Cronbach Alpha value of 0.905 was obtained and the KMO test resulted in a value of 0.82. Factor analysis was the main method of analysis. The Varimax rotated component matrix was derived. This research identified seven main factors which affect selection of a logistics service provider by the manufacturers. Those are Assets related factor, Qualitative factor, Financial factor, Specialization factor, Risk and Expenses factor, Evaluation factor and Billing flexibility. Therefore logistics service providers for the manufacturing industry could be recommended to focus more on developing these highly influential factors to increase their competitiveness. Recommendations based on these factors are provided by this study.

Keywords: Manufacturing industry, Logistics service providers, Outsourcing, Purchasing of logistics services

THE FACTORS THAT AFFECT THE DEMAND FOR PRIVATE UNIVERSITY EDUCATION IN SRI LANKA.

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In Sri Lanka, university entrance is highly competitive with only two percent of students having the opportunity for admission. This situation manipulates a severe competition among students and it gives rise to the establishment of private universities. This establishment creates numerous issues on social and economic aspects. Recently in Sri Lanka, there is an increase in demand on private university degree programs. This study attempts to examine the socio economic factors that can affect the demand for private university education of undergraduates in South Asian Institute of Technology & Medicine and Sri Lankan Institute of Information Technology. This study would help the policy makers to improve the quality of undergraduate education. The sample subjects comprised 150 out of undefined number of undergraduates covering both private and public sector universities in Colombo district and the data were gathered through questionnaires. Contributing elements were identified through extensive review of literature and a preliminary

study. Finally an instrument was designed with 29 statements with a 5 point rating scale and open ended questions. Chi-square, Multiple Regression Model, Binary Logistic Regression Model method were utilized to analyze the data.

The findings revealed that gender, living sector, parents' educational level, occupation of parents, ethnicity, A/L Stream, A/L attempt, ability to enter to a state university, degree type, specified area of the degree, place of residence and satisfaction of the degree, have a significant impact on undergraduates' education. This study concludes the above socio-economic factors have a significant impact on the demand of private university degree programs.

Keywords: Private University, Demand, Undergraduates, Socio economic.

ABSTRACT –GLOBALISATION AND TOWN IDENTITY

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This research paper is an attempt to study identity formation of a town- Shamli, Muzaffarnagar district, Uttar Pradesh, India in the wake of globalisation. Globalisation is a process of homogenisation and hybridisation nature widely witnessed in Colonialisation and McDonaldisation. This brings enlargement of scope of electronic media through telephony, televisions and fax, email, Internet, etc. putting pressure on traditional notion of sovereignty and autonomy of culture. This finally infuses homogenisation of consumer products and market process, and elevates sense of cultural identity and distinctiveness. The emergence of its hybridisation nature that has been based on the blend of global with local, gives rise to hybrid structures. It is new and different in content and form from the earlier. In various ways this globalising trends contributes to an assertion of identity and culture at local level. It is an empirical study conducted with 200 households by using

stratified and purposive samplings. The exploratory research design has been used in this research. The paper aims to achieve its broad objectives as an in-depth study of identity formation of Shamli, involving social and cultural life of people in family, neighbourhood and community; which aspect of globalisation- media or market is more influential in identity formation; what new social and cultural celebrations have started in the town; and what the hybrid structures formed due to globalisation process are. The changing identity of the town has been discussed and analysed on the rise of consumer culture, individuality, breakdown of collectivity of family, neighbourhood and community, rise of new socio-cultural celebration like birthday and marriage anniversary and hybrid structures in the socio-cultural realm.

Keywords: Globalisation, Homogenisation, Hybridisation, Identity, Culture

EFFECTS OF ANTHROPOGENIC ACTIVITIES ON NATURAL ENVIRONMENT IN KOTMALE CATCHMENT (SPECIAL REFERENCE TO MALHEWA, RAMBODA AND WEDAMULLA GN DIVISIONS)

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The Kotmale sub-catchment is located in Upper Mahaweli Catchment and it drains an area of 544 km, which is about 8.8 percent of the total extent of the Upper Mahaweli Catchment. In recent years various anthropogenic activities have influenced on Kotmale catchment. Thus, the study mainly examines the effects of anthropogenic activities on the natural environment in the particular catchment. This study also examined the land use changes from 1997 to 2011 in the selected catchment area. Both primary and secondary data collection methods were utilized to obtain data. Primary data were collected using a structured questionnaire survey. Interview and observation methods were also used from randomly selected households in three GN divisions in the study area. The secondary data for the study were collected from the Mahaweli Development Authority and Divisional Secretariat of Kotmale. Chi square analysis and GIS were used to analyze the data. Satellite images of Landsat of 1997 and 2011 were utilized to identify land

use changes. The study found, deforestation, unsuitable land use practices, excessive usage of agro chemicals, construction activities and agricultural activities as main anthropogenic activities which influenced on the particular catchment and have directly caused soil erosion, sedimentation problems, reduction of soil quality and landslides. Study also revealed, increasing patterns of built-up areas and cultivated lands within the period from 1997 to 2011, and gradual decreasing pattern of vegetation cover and water bodies in the area. Thus, the study emphasizes the need for strong coordination among government institutions to reduce anthropogenic impact in the particular catchment and to introduce proper land use practices and river bank conservation activities to regulate the conservation of catchment

Keywords: Sub-catchment, Natural environment, Anthropogenic Activities, Land use changes

EXPLORING THE AWARENESS OF WASTE DISPOSAL AND SUGGESTING FUTURE SUGGESTIONS FOR MANAGING WASTE: A CASE STUDY IN THE FACULTY OF AGRICULTURE, UNIVERSITY OF RUHUNA

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Wastes are categorized into several types such as commercial waste, solid waste, construction waste and medical waste. Waste management is currently one of the most important aspects in each society that should be paid attention. In traditional concept waste has no value and is unavoidable. Growing population and rapid urbanization in each country, increases solid waste products. Basically, generated solid waste is related to the population's lifestyle and the economic situation in which the people are engaged. This research aims to study the present waste disposal methods and current program about the waste management in the Faculty of Agriculture, University of Ruhuna, Sri Lanka. The major objectives of the study were to find out the relationship between gender and area of residence with the awareness of three waste disposal methods; namely reuse, recycle and reduce. As the waste problem is a critical problem in the faculty at present, finding solutions is needed for the development of a sustainable waste management system in the faculty. All final year students (143) in the Faculty of Agriculture, University of Ruhuna were interviewed using a pre-tested questionnaire. To analyse the collected

data descriptive and correlation co-efficient analyses were used. According to the data, the highest percentage (40%) of respondents were in 25 yearage group. From the participants 67% of respondents were female and 33% were male. Out of the female population 87% of them were aware of three waste disposal methods and the awareness of the male population was 67%. Apart for the present waste disposal methods in the Faculty, students preferred to collect in one place or basket, burn and land filling. Moreover, they suggested waste separation, handing over suitable waste to collecting points, introducing a reuse system to the faculty and cattle waste for bio gas production. According to the correlation coefficient analysis, results revealed that, there is a strong, high marked association (Cramer's V 0.787) between area of residence and the awareness of three waste disposal methods, but there is no significant association between gender and awareness of waste disposal methods.

Keywords: commercial waste, construction waste, medical waste and solid waste, waste management

PRESENTATION AND CORRELATES OF MORAL INJURY AS A RESPONSE TO PAST TRANSGRESSION

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The concept of moral injury has been researched mostly on military personnel who have either witnessed or engaged in acts generally deemed to be moral transgressions, during combat. Although, it is explored mostly among war veterans, moral injury among non-military personnel who have committed moral transgressions, too, ought to be investigated for the greater good of society. The purpose of this research was to qualitatively explore the presentation and the correlates of moral injury in a non-military prisoner sample, using a working model, postulated by Litz (2009) and his colleagues. Fifteen prisoners who had committed acts of manslaughter or pre-meditated murders presently kept at the Welikada Prison, Colombo Sri Lanka were interviewed. Using the qualitative method helped to explore each step of the model in-depth. The research revealed that despite the sample experiencing cognitive dissonance,

they did not progress to Litz's et.al.,(2009) next step; that is 'global, internal' attribution, but they engaged in 'moral justification and externalization' as attribution, which became a prevalent protective factor in the prevention of psychological, social and emotional impairment. According to the model shame and guilt are jointly expected to lead to social withdrawal. However, that was not observed in this sample. Interestingly though the use of the spiritual attribution both to justify and rationalize their actions as well as a mechanism in distress management was observed frequently among the subjects.

Keywords: Moral injury, justification, moral transgression, spirituality

EXCLUSION WITHIN EXCLUSION: GENDER STEREOTYPING OF VOCATIONAL TRAINING IN PRISON

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The main objective of the study is to examine the gender differences in implementing vocational training programmes in prison. Sri Lanka has come to believe that prisoners should be economically rehabilitated and integrated to the society. In this process, being gender neutral is important as the current economic system of the country requires the productive employment of both males and females to uplift the family economy which can in return avoid illegal conducts of people to a considerable degree. To make this a success, economic rehabilitation should be able to occupy the ex-prisoners in a standard livelihood minimizing the recidivism and reconviction. However, the rates of recidivism and reconviction haven't been reduced making rehabilitation questionable. Female recidivism is at higher occurrence compared to the total prisoners population. Therefore, the research examines the gender issues related with economic rehabilitation. The Magazine prison was selected as the field of study and Purposive sampling was used. Qualitative and quantitative data were collected. In depth and focused group interviews, non-participant observation method was used to

collect data. Data was analysed and presented in a descriptive way using narrative analysis. Through findings, it was revealed that prison overcrowding has made it hard to deliver a quality vocational training and the gender neutral access to training is limited. It has been hard to categorize prisoners according to offences or needs and all are placed in cells together. Saliently, gender stereotyping in vocational training has limited the positive impact. Additionally, the officers are not well trained to deliver effective and gender neutral vocational training. Society labels and discourages ex-prisoners without any trust on rehabilitation. This has become a more critical issue for female ex-prisoners. Lack of financial resources and outdated programmes are dominant in minimizing the effectiveness. Finally, the most required but least planned after care process has made the issue more critical. The policy makers, the Department of Prisons and the society have been provided recommendations through the study.

Keywords: Gender Neutrality, Recidivism, Reconviction, Rehabilitation

KEY ACTORS IN AGENDA- SETTING ON LGBTQ (LESBIAN, GAY, BISEXUAL, TRANS AND QUEER) RIGHTS: POSITIVE AND NEGATIVE ROLE

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This paper examines the progress in the inclusion of LGBTQ rights in the international human rights agenda. It has highlighted the international scale of discrimination against LGBTQ community and the responses of the international human rights regime to this issue. The main aim of this research was to examine the positive and negative roles of civil society actors in relation to sexual minority rights in the international human rights regime. In this respect, two hypotheses were examined. This paper analysed the factors that have limited the progress in the promotion of LGBTQ rights at the international level and barriers such as the debate on whether sexual minorities have human rights. In conclusion, this paper make some recommendations about pushing forward the agenda of sexual minority rights

Keywords: LGBTQ, human rights, regime

COUNTERATTACKING MISOGYNY, CULTURAL CONSTRAINTS AND STEREOTYPES WITH DEEPA MEHETA'S 'FIRE' (1996) AND 'WATER' (2005)

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This study is an examination of representation of the Indian woman in Deepa Mehta's cinema which offers an alternative lifestyle and gives voice to the Indian woman who in Bollywood is portrayed traditionally as a subservient, docile, disenfranchised person. Very recently, India produced many talented female directors, importantly, Canadian-Indian director, Deepa Mehta who successfully dismantled the preconceptions about femininity and created many positive women characters with the woman in the center stage. Her feminist two films, *Fire* (1996) and *Water* (2005) radically dismantled the cycle of commercial films by offering female-female gaze as opposed to male-gaze. This discussion is carried out in line with these two films with the objective of explaining the challenge of opposing the pattern making practice of the Bollywood film industry that objectify women on screen, and proposing controversial alternate storylines. The study

extended with ample examples where the Indian woman is ostracized in relation to Indian culture, religion and society, Indian epics, myths, legends and religious beliefs and psyche and experience of the viewing audience. The argument of the paper is nourished with the concept of 'Real Woman' vs. 'Imaginary Woman' and idea of the 'Subaltern'; two solid arguments of Rajeswari Sunder Rajan and Gayatri Spivak, to form an in-depth analysis. The paper concluded that the Indian woman depicted in these two films of Mehta's, is a not a cultural product; a real woman as opposed to the imaginary woman with positive and challenging portrayals; the expectation of 'what a woman is' reflected on the screen while opening new doors for the Indian feminist cinema to flourish.

Keywords: Indian woman, Indian culture, alternative storylines, male gaze

THE GAZE, IMAGE, AND (HI)STORIES: A CRITICAL REVIEW OF THE REPRESENTATION OF THE RAPE AND MURDER OF VITHYA SIVALOGANATHAN

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Media construction, representation and discourse of rape have a considerable power in shaping public understanding and knowledge of rape, and the use of images has a significant impact on this as a “photograph immediately grabs the viewer’s attention and triggers profoundly personal responses—emotional, paradoxical and not always rational” (Roberts, 2011). These dynamics are at work in Gossip Lanka news articles on Vithya Sivaloganathan’s rape and murder which occurred in May, 2015. The present study analyses the manner/s in which the rape and murder of Vithya Sivaloganathan is constructed, which also enables multiple discourses, ways of seeing (the gaze) and understanding rape, violence and murder along with their re-presentations (the image and (hi)

stories), in order to examine the ways in which rape is constructed with the use of images, and identify how constructions of rape enable ways of seeing and understanding rape. The study revealed that the images were often used to guide the audience’s perspective in a particular way desired or pre-designed by the media, and at times the accuracy of the images used were also questionable. Therefore, the need for a more responsible, non-sensationalist type of representation of serious issues is identified. However, it was also identified that the audience may have the potential of seeing beyond the media manipulation.

Keywords: Representation of Rape, Vithya Sivaloganathan, Gossip Lanka

THE CONTACT BETWEEN SINHALA AND ENGLISH ORTHOGRAPHY IN ONLINE TEXT MESSAGES

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At present, using English characters to represent Sinhala words appears to be a common feature in online texting among Sinhala-English bilinguals. This study examines the contact between Sinhala and English orthography in online text messages in which Sinhala words are represented using English letters. Much research has been conducted on the contact between Sinhala and English, features and conventions of Internet language and language contact in digital Internet genres. However, no research has yet examined the linguistic phenomenon of using English characters to represent spoken Sinhala sounds. The data for the study come from a corpus of online text messages sent via mobile messaging applications (hereafter apps) such as Facebook Messenger, WhatsApp and Viber collected from 20 undergraduates in the Faculty of Arts of the University of Colombo. The text messages were collected using the friend of a friend method. The study identifies four main patterns of representing Sinhala vowel sounds and two main patterns of representing Sinhala consonant sounds through English letters. The findings invoke a need

to expand the conception of frequential copying showing a potential emergence of a new variety of Sinhala in which the orthographic system is a result of the contact between Sinhala and English orthography. The identified patterns also help develop more user-friendly online Sinhala-English transliteration software than the existing ones such as Google Input Tools, SinGlish Transliterated and SinGlish (Phonetic) Transliterated which are unable to identify certain patterns of representing Sinhala vowel and consonant sounds through English characters or have their own transliteration schemes which the users have to adopt. Thereby, these patterns challenge the conventional idea that no system of transliteration of a (more) phonetic language by an unphonetic one like English can be perfect.

Keywords: Online texting, contact, English orthography, spoken Sinhala sounds

SINHALA AND TAMIL INFLUENCE ON SRI LANKAN ENGLISH PARTICLE USE: A CORPUS-BASED STUDY ON THE CASE OF 'FOR'.

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Colonial expansion brought English into contact with different languages. In Sri Lanka, English has been in contact with Sinhala and Tamil for over 200 years. Today, all users of Sri Lankan English (SLE) are either bilingual or multilingual. In bilingual language processing, linguistic habits of one language exert influence on the other causing the latter to restructure. Although restructuring of a language in a language contact situation is overtly seen in phonology and lexis, syntactic and grammatical innovations are subtle and they take time to establish. When grammatical innovations do occur, they tend to begin at the intersection of grammar and lexis. The present paper analyses the lexis- grammar interface of Particle Verbs (PVs) in SLE with special reference to the particle/preposition 'for'. The study uses a corpus-based methodology, and data are from the Sri Lankan,

Indian, and Great Britain components of the International Corpus of English and Corpus of Global Web-based English. Results are presented of two PVs, 'sit for' and 'contest for', which are innovations having significant frequency of occurrence in SLE data. When these structures are compared with their corresponding equivalents in Sinhala and Tamil, it is revealed that the case environments of the relevant verbs in Sinhala and Tamil make it compulsory for those equivalents to have a counterpart for 'for'. This may be why SLE prefers these PVs, while its historical input variety, British English, prefers simplex verbs without the particle, i.e. 'sit' and 'contest', to convey the same idea.

Keywords: SLE, Particle Verbs, language contact, corpora

UNIVERSITY LEARNERS' PERFORMANCE IN USING THE DEFINITE ARTICLE IN DEFINITE CONTEXTS VERSUS THE INDEFINITE ARTICLE IN INDEFINITE CONTEXTS.

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Interlanguage errors have long been a field of interest for a number of studies over the years. Errors in article usage, a kind of interlanguage errors are a persistent problem that teachers of English as a second/foreign language very often encounter. It is widely observed in the Sri Lankan context too that learners have difficulty with the article system of English as Sri Lankans consider error-free English as the hallmark of English proficiency. Many teachers agree that errors in article usage is basically a problem caused by the absolute complexity of English article system as learners experience difficulty in expressing definiteness or indefiniteness of the noun using appropriate articles. This study was an attempt to identify whether the first year undergraduates at the Wayamba University of Sri Lanka performed better in using the definite article in definite contexts than the indefinite article in indefinite contexts. The study was carried out by means of a pre-test, a post-test and a delayed post-test. Teaching was done after the pre-test and the post-test was deployed after teaching and a delayed post-test was conducted

four weeks after the post-test. The tests consisted of a cloze test and a free writing task. The necessary data were obtained by analysing the students' errors in zero, single and multiple modifier noun configurations. The descriptive method was used and a statistical analysis was followed to identify the variance of errors. P values of two-way ANOVA tests on the percentages of correct attempts were considered to determine the effect of article type on the learners' performance. The analysis of the results indicated that the article type had some significant bearing on the performance of the subjects' using of articles, and they performed better in definite contexts than in indefinite contexts. This supports the view that learners have to be exposed to a considerable amount of language over a long period of time before they master certain grammar rules, especially articles, which consist of a number of rules as well as exceptions to those rules.

Keywords: interlanguage, errors, grammar

THE USE OF FIRST LANGUAGE IN TEACHING SECOND LANGUAGE VOCABULARY TO SRI LANKAN UNDERGRADUATES.

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English has become the “Global language” (Crystal, 2003) and is taught as the second language in most of the countries around the world. In Sri Lanka too, there is a considerable demand for English Language Teaching (ELT). The research is based on teaching English vocabulary to undergraduates who are non-native speakers of English.

Since majority of the degree programmes are conducted in the medium of English in Sri Lanka, universities take measures to provide language support by conducting English language classes. In the process of teaching English to students of various language capacities, the interference of first language (L1) in teaching second language (L2) could occur in many ways and in many areas. Thus the aim of the research was to find whether the use of L1 in teaching L2 vocabulary hinders the students’ ability in improving their L2 vocabulary.

Fifty first year students and five lecturers of a leading Sri Lankan university were taken as the sample group and the students were put into two groups where one was exposed to L1 in teaching L2

vocabulary. The students were given a pre-test and a post-test where the marks obtained were compared. They were also administered a questionnaire to collect background information. The lecturers were interviewed and their experiences and ideas regarding teaching university students were gathered.

It was found that the students who were exposed to L1 did not show considerable difference in scores including some showing a little decrease in marks whereas the students who were not exposed to L1 showed a remarkable increase in obtaining marks. So it was noted that the use of L1 in teaching L2 vocabulary to university students hinders their ability in improving L2 vocabulary. It was also found that the lecturers use L1 at times in explaining the most difficult vocabulary related to the field of study of the students.

Keywords: ELT, hinders L1, L2, non-native speaker

THE IMPACT OF ACADEMIC EMOTIONS ON LANGUAGE LEARNING IN THE UNIVERSITY CONTEXT: A NARRATIVE REVIEW

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Emotions affect learning in general and language learning (LL) in particular since they contain useful information that guides human cognition, behaviour and motivation. As such, emotions experienced in an academic setting affect the learner in a variety of ways. University students are frequently affected by emotions as a result of the difficulty in adjusting. This condition is observed as having impacted on LL, particularly on English, which has now become a very decisive factor in academic learning and achievement in Sri Lanka. The study aimed at identifying the wide array of emotions that are experienced in academic settings, their properties, the theoretical underpinnings, sources, functions and the impact of positive academic emotions (PAE) and negative academic emotions (NAE) on LL. It was also expected to identify the research trends in emotions and LL over the decades. This article is composed in the form a narrative review for which 30 studies on emotions and learning during the past 16 years were explored. A narrative inductive method was utilized to identify patterns across gathered data and to condense varied secondary data gathered

from extensive reading into a summary format. The information found were analysed thematically in relation to the research questions. The findings suggest that, it is very difficult to set clear cut rules to prove positive emotions (PE) foster and negative emotions (NE) hinder LL for they serve different useful purposes. The impact of emotions on LL should therefore be further analyzed theoretically and investigated empirically pertaining to different contexts. There also exists a need to empirically test the existing limited theories on emotion to figure out the range of their validity within diverse contexts. The major implication derived from the study is that, language teaching in Sri Lankan universities, where English is taught as a second language (L₂), is quite a mindful undertaking which should be planned and carried out with great care bearing in mind the strong relationship between emotions and learning.

Keywords: Emotions, Academic Emotions, Learning, Foreign & Second Language Learning

A SMALL-SCALE GENRE ANALYSIS STUDY OF THE INTRODUCTIONS OF A CORPUS OF POSTGRADUATE ESSAYS IN THE FIELD OF APPLIED LINGUISTICS

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Most English for Academic Purposes (EAP) courses focus on developing general academic writing skills. Swales (1990) argues that prominence should be given not only to the general writing skills but also to discipline related specific skills in such study courses. Therefore, it is necessary to identify EAP and English for Specific Purposes (ESP) skills that students need to master. The present study analysed a corpus of 19 essays focusing on their introductions in order to identify both EAP and ESP features involved in writing assignment. Swales' (1990) CARS model was applied to analyse the features in these introductions. The findings reveal that the introductions in this corpus closely follow CARS model with some of the Steps

described in the model receiving prominence in these essay introductions. The findings also reveal that the students in this study module need to master EAP skills as well as ESP skills, relating relevant discipline specific contexts into writing and using discipline specific terminology in order to produce successful writing assignments. Thus, it is suggested to incorporate both EAP and ESP features in pre-sessional and/or in-sessional courses aimed at students who take similar courses of study.

Keywords: ESP, EAP, Genre, introduction

*Poster
Prasentation*



FACTORS AFFECTING EMPLOYEES' JOB SATISFACTION AT THE MUTHUR BASE HOSPITAL

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This study was designed to investigate the factors affecting employees' job satisfaction at the Muthur Base Hospital. Job satisfaction is one of the main concerns of employees and management organizations. It evaluates employees' overall job experiences in the work place. It also determines the degree of fulfilment that workers obtain from their occupation. The researcher has identified that employees are facing many problems in working the organization, such as, staff shortage and inadequate facilities; moreover the public of the Muthur area were engaged in a strike in order to reveal employees' lack of facilities and needs at the Base Hospital Muthur. The Objectives of the study were to identify the factors that influence on employee job satisfaction, to find out the relationship between employee satisfaction and

retention and to provide suggestions for retention of employees through job satisfaction. The conceptual variables are organizational factors and work environmental factors. Data were collected one from hundred samples through the convenient sampling method. The researcher has used the univariate, bivariate and multivariate analysis. All the variables are moderately support to the system. The organization to provide training programmes to employees. Employees should have the satisfaction about their hospital policies. According to the multiple regression analysis R^2 is explained by 47.7%. The reason is infrastructure facilities are very poor.

Keywords: Job satisfaction, Retention, Infrastructure facilities

THE RELATIONSHIP BETWEEN ENTREPRENEURIAL COMPETENCIES AND ENTREPRENEUR SUCCESS: AN EMPIRICAL INVESTIGATION AMONG PETTAH ENTREPRENEURS

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The aim of this study was to understand what role entrepreneurial competencies play with regard to the success of entrepreneurs within Pettah, the entrepreneurial hub in Colombo, Sri Lanka. Many small businesses in Sri Lanka are entrepreneurially run with a large percentage concentrated in Pettah, which has been described as a multi ethnic, multi-cultural business arena; and is the centre of Sri Lankan trade and commerce. Despite its importance, this environment and the entrepreneurial aspects within it have received little attention from researchers. This study focused on correcting this and probed the entrepreneurial orientation, advocating the competency approach to understand the key characteristics of successful entrepreneurs in Pettah. In-depth interviews with six successful entrepreneurs using a modified grounded theory approach were carried out to develop case narratives and analysed through inductive coding. An integrated competency-

based framework was adopted and incorporated a novel multidimensional approach of Head, Heart and Hands framework (3H) was incorporated in exploration of competencies of entrepreneurs. The findings revealed that within the 3H model there was an interrelationship between the Head, Heart and Hand competencies, where Heart competencies acted as a bridge between the Head and Hands. In addition some factors derived acted as enablers. These are the forces that combined to help ensure the success of the entrepreneurs. Pettah and what it represented was identified as one such enabler due to its powerful influence to the entrepreneurs' behaviour. Furthermore the results revealed that the strength of the various competency clusters within the 3H model varied according to the life-stage at which the entrepreneurs were.

Keywords: Competency, Entrepreneur, Entrepreneurial Orientation, Pettah

EXPLORATION OF PERFORMANCE APPRAISAL METHODS AND ITS COMMON ERRORS: COMPARATIVE STUDY BETWEEN PRIVATE SECTOR AND PUBLIC SECTOR IN SRI LANKA

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Exploration of current performance appraisal methods and its common errors is significant in further development of the existing appraisal methods used in both private and public sector organizations in Sri Lanka. Performance appraisal is evaluating an employee's current and or past performance relative to the performance standards set for him or her. The performance appraisal procedure consists with six steps. This study had three objectives and main objective was to analyze different performance appraisal methods practicing in private and public organizations in Sri Lanka. The methodology has been interviewing method, observational method and questionnaire based survey. Current performance appraisal methods practiced in both private and public sector were studied by using the interviewing method. The survey method was used for the collection of data regarding the frequency of occurring main errors of performance appraisal. Four large scale private sector apparel manufacturing organizations and four large scale public sector banking organizations, which have branches throughout the country were selected for the study. Non-random stratified convenient judgment sampling technique was applied. The qualitative data analysis method

was used to analyze both performance appraisal methods and errors of appraisal in both private sector and public sector organizations in Sri Lanka.

Performance appraisal methods used in private sector organizations are different from methods used in public sector organizations in Sri Lanka. Theoretical evaluations and practical evaluations are the main methods currently used for production employees in private sector apparel manufacturing organizations. Based on the theoretical and practical evaluations, production employees are placed into different grades. Skill based numerical rating scale method is the commonly used method for performance appraisal in public sector banking organizations. The main errors occurred in appraisal are central tendency, leniency, halo effect and bias. Occurrence of bias is higher with comparison to the central tendency, leniency and halo effects for both public and private sectors. Occurrence of bias is higher in private sector than in public sector. 360 Degrees feedback method is recommended for both private and public sectors in Sri Lanka.

Keywords: Performance appraisal, 360 Degrees feedback method, comparative study

CORPORATE BOARD ATTRIBUTES AND PROFITABILITY: A CASE OF AUSTRALIA

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The Board of Directors is a key internal control mechanism directed (among other things) at aligning the interests of shareholders and managers and/or disciplining/ removing ineffective management. This study expands extant work on the effect of the Board structure, manager specific attributes, on firm profitability in a sample of 100 Australian firms. The analysed Board attributes include size; gender ratio; fraction of non-independent members; and experience. The analysis of the data suggests that: Board size for the Australian selected companies (in the descriptive statistics) in 2014, averaged 15 and ranged from six to 35 members. Boards are male dominated in Australia; specifically, female Board members in Australian companies averaged 5 percent and ranged from 0-50 percent; Australian firms have a majority (89 percent) of their Board being independent directors. Albeit, 25 percent of companies have minimum independent directors on board, with averagely 64 percent of directors are independent

position in the Boards. Also, the results note that 29 percent of directors in Australian sample companies have over 10 years directors' experience and 77 percent of directors have over 10 years managerial experience. The independent directors make up the vast majority of Board members and that has a significant positive effect on ROA in Australia. The results, also, affirm the assertion that Board structure constructs are expected to have a positive influence on a company's profitability. A key limitation in this study flows from the difficulties inherent in discovering and adjusting for variations in the board structure mechanisms, business scope, and/or financing portfolio across companies. Future research should consider including many countries. The effect of Board size on company performance should be more fully examined in future research.

Keywords: Board of directors; Female directors; Australia; Profitability

IDENTIFYING THE FACTORS THAT HAVE AN IMPACT ON THE CAREER ADVANCEMENT OF FEMALE EMPLOYEES: CASE STUDY FOR A STATE BANK OF SRI LANKA

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There has been a growing scholarly interest in the gendered nature of career which has furthered our understanding of the career trends. These studies have called for the adoption of Human Resource Management best practices which inspire gender inclusiveness and greater diversity within the work milieu. There is no doubt on how financial institutes are important in any country. When considering the annual statistics of the year 2015 of Central Bank of Sri Lanka, services and activities are the major contributor to the economy. This contribution of service activities was largely buoyed by the robust growth in financial service activities.

The stated bank is the second largest state owned commercial bank in Sri Lanka. The status of annual gender mix of employees in the stated bank has a significant growth from male majority to female majority. But when considering the contribution to the corporate ladder for last five years, there is a significant disparity of gender diversity at top management positions. Hence, the main objective of this study was to identify the factors that have an impact on the career advancement of female employees of the stated bank.

The conceptual framework has been developed

by the researcher based on the findings observed from a critical review of the literature. It has been identified five main factors such as gender stereotyping, preconceptions about female abilities, work-life balance, glass ceiling effect and corporate policies / practices as the barriers for career advancement of females. The research data was collected from employees who were located around the head office of the stated bank and the researcher was able to collect 100 completed responses to the questionnaire which was circulated among the target group. The descriptive and exploratory analysis of data has been done to evaluate the research findings. The Pearson correlation and regression analysis found all five dimensions have a moderate positive impact on the career advancement of the female employees. Glass ceiling effect is the main factor which has a direct impact on the career advancement of female employees of the Stated Bank of Sri Lanka.

Keywords: Career advancement, Gender Stereotyping, Glass ceiling effect, work-life balance

THE IMPACT MADE BY VISUAL MERCHANDISING ELEMENTS ON PURCHASE INTENSION WITH SPECIAL REFERENCE ON SUPERMARKET INDUSTRY IN WESTERN PROVINCE

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In the era of crafting needs and wants or satisfying customer needs and wants, the concept of marketing plays a vital role in differentiating their offering to the customers in order to develop a unique perception of the consumers' mind for their brands and products. In such a scenario, visual merchandising can be identified as one of the emerging considerations of the retail stores especially in the supermarket stores with the purpose of attracting new customers to the stores and promoting existing customers for more purchase. The current study is a contrast on a comparative analysis on the identification of the impact made by the visual merchandising elements on the purchase intension with special reference to the supermarket industry of the Western province. With the non-probability sampling technique-convenience sampling method, 150 respondents were selected. With the purpose of achieving a comparative analysis 50 respondents were

selected from each district Colombo, Gampaha and Kalutara. Both primary and secondary data were used for the study with descriptive statistics. Promotional signage, Background music, Store design layout and the Store aroma have been identified as independent variables and the purchase intension has been identified as the dependent variable. In the study, a key objective and four specific objectives were achieved and four hypotheses were developed. In the overall analysis of the Western province, promotional signage and store aroma have significant and positive influences on purchase intension while the highest impacts in the Colombo, Gampaha and Kalutara districts are from promotional signage and store aroma.

Keywords: Visual Merchandising, Purchase intension, Promotional signage, Background music, Store Aroma

SKILLS MANAGEMENT OF BUILDING MAINTENANCE TECHNICIANS IN SRI LANKA

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Abstract. Research findings highlighted that the building maintenance is obligatory to ensure continuous building operation as a non-core activity, which directly affects the core-business of the organisation. Hence, maintenance technicians of the organisation are actively involved with several maintenance activities in a different manner. Therefore, technicians must be skilful to perform maintenance works in an acceptable condition. Although, its highlighted some failures due to skills shortages of maintenance technicians at the work place. The empirical research emphasized the lack of practical and theoretical awareness of technicians at behind the “skills shortage of maintenance technicians”. Therefore, the final aim of this study is to develop strategies to overcome this encountered skills shortages of maintenance technicians.

Initially, a comprehensive literature review carried out with the purpose of getting familiarise

with the subject matter. This research problem was approached through case studies of three organisations representing different sectors in Sri Lanka. Semi-structured interviews were conducted with Facility Managers and Technicians. Key research findings revealed the additional sub requirements that validated the literature findings. Further, these findings emphasised current skills shortages of maintenance technicians, which drives to increase maintenance cost, failures to meet long-term productions and increasing of the number of accidents at the work place. Further, twelve main causes in terms of organisational and technicians’ perspective were identified which leads to this skills shortages. Finally, most congenial strategies were proposed based on the findings, which will overcome skills shortages of maintenance technicians.

Keywords: Maintenance works, Skills management, Skills shortage

A STUDY ON THE FACTORS AFFECTING FOR AUTOMOBILE DEPENDENCY IN CITY OF COLOMBO, SRI LANKA

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In the modern world, people cannot imagine a life without automobile. In Colombo, one of the main reasons for traffic congestion has been the private motor vehicles. The study was carried out with the objective of analysing the factors affecting for rising automobile dependency in Colombo, Sri Lanka and to suggest recommendations to discourage automobile dependency.

The target population of the study has been the automobile users registered in Colombo District and the sample of 211 questionnaires has been derived by using simple random sampling method. Primary data has been collected by a questioner, distributed manually and online, targeting automobile users registered in Colombo. 75.4% of valid responses received with .722 Cronbach's alpha value in reliability statistics of data. Descriptive analysis of the variables has been done followed by the KMO and Bartlett's test. Factor analysis generalized linear model and Kruskal Wallis hypothesis tests were done. Political environmental, financial institutions, comfort and convenience and safety and security are some of the key factors identified

for the model. As per Kruskal Wallis test results, Institutions and Reassure were significant with the reliability of 0.831 of for Institutions factors and 0.802 for Reassure.

The study has further suggested to assist more respondents in order to increase the accuracy of the final outcome of the research. Researcher suggests authorities to proactive and create efficient policy; rules and regulations to entitle transport systems. The study has further suggested that Sri Lanka, could experience a great opportunity by creating more efficient and diverse transport system in order to experience less traffic congestion and parking congestion, reduced economic costs of spending on road development, importing fuel as well as risks and environment pollution.

Keywords: Automobile Dependency, Theory of Planned Behaviour, Public transport

A REVIEW OF LITERATURE ON THE COMMUNITY OF INQUIRY FRAME WORK

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The purpose of the current study was to critically analyze the learning in community of inquiry (CoI) framework. In the year 2000 Garrison, Anderson and Archer introduced CoI framework in order to find solutions to reduce the gaps in online learning and the framework that they have introduced has become the most referenced framework of study in online education so far. According to them, a very satisfactory education takes place within a community of inquiry which consists of teachers and students. Further they assume the learning takes place as a result of interaction among social, cognitive and teaching presence (Garrison,

Anderson and Archer, 2000). Though the CoI framework has shaped many studies of e-learning in higher education, it is highly recommended that much more research work should be done on this framework to clarify the mounting body of disconfirming evidence.

Keywords: Online learning, CoI, Teaching presence, Cognitive presence, Social presence

CROP FARM BASELINE SURVEY IN ERAVUR PATTU OF BATTICALOA DISTRICT WITH SPECIAL REFERENCE TO SOCIOECONOMIC FACTORS, CULTIVATION PRACTICES, EXTENSION SERVICES AND CONSTRAINTS

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The purpose of this study was to examine factors influencing the adoption of agricultural practices among small holder farmers in Eravur Pattu of the Batticaloa District. Agriculture is the principal source of food and livelihood in Sri Lanka. Demographically it is the broadest economic sector and plays a significant role in the overall socio-economy of developing countries like Sri Lanka. A predesigned questionnaire was used to find out the socioeconomic factors, cultivation practices, extension services and constraints in crop cultivation. Primary and Secondary data were collected from the Agrarian service centres and crop farmers by means of a questionnaire survey among randomly selected 120 farmers during the period of April to June 2016 in 3 AI ranges in Eravur Pattu. The information regarding those factors and issues were analyzed using SPSS (Version 22) and Microsoft Excel package. It showed that 84%

of the respondents were male and the majority of respondents (48%) fall between the age range of 30-40 years. 48% are at primary education level and the size of the farming of 44% is 5 members. The main occupation of 56% is farming. The study further revealed that 54% of the farmers use Gravity irrigation (tank). When considering the land ownership, all farmers (100%) have their own land in the Maha season. But 58% of farmers have their own land cultivation in the Yala season. 64% of the farmers have leased land for doing cultivation in Maha season and 56% in Yala season. 82 farmers (68%) cultivate paddy in large scale at both Maha and Yala seasons. At the time of survey, Brinja, Maize and Groundnut are the crops being cultivated widely in large scale as well as in their home garden.

Keywords: Crop farm, socioeconomic factors, farming constraints, Eravur Pattu

THE IMPACT OF PARENTAL INVOLVEMENT ON STUDENTS' ATTITUDE AND PERFORMANCE IN SCIENCE IN BATTICALOA EDUCATIONAL ZONE, SRI LANKA.

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This study was carried out to find the impact of parental involvement on student's attitude and their performance in science subject. A sample survey design was adopted for this study. The study was directed at the population of senior secondary students in the Batticaloa educational zone, in the Batticaloa district of Eastern Province in Sri Lanka. The sample was 400 students who studied in grade 12 and 13 science and mathematics streams and offering the physics and chemistry subjects. Ten 1AB schools from this research area were selected for the study. The 1 AB schools in Kalmunai zone were stratified into urban and semi-urban schools. 40 male and female students from the grade 12 and 13 were randomly selected with (late adolescent. To make the total of 400 respondents, 40 were selected from all 10 schools to constitute the sample for this study. The schools consist of 4 semi-urban and 6 urban schools was selected for this study.

The students' questionnaire, consists of section A which is made up of 24 questions, measuring the attitude of the students while the section B contain 18 questions for measuring the parental involvement (home influences) items. They were Likert scale item type questions, in which respondents choose from 5 point scores such as strongly, agree to strongly disagree. Thirdly, information concerning the individual performance (in percentages) of students was obtained from

their continuous assessment records of the school subjects concerning (physics and chemistry).

Three null hypotheses were postulated and tested at 0.05 level of significance to the impact of parental involvement on student's attitude and their performance in the science subject. Data collected on the study were analysed using inferential statistics which include; student analysis of variance (ANOVA) and Pearson product Moment correlation coefficient. The result of the study showed that there is a significant relationship between students' attitude towards performance of physics and chemistry and their parental involvement ($p=0.012$ and 0.026 respectively). And there is a significant relationship between performance of physics and chemistry and their parental involvement ($p=0.019$ and 0.031 respectively). The correlation of coefficient between attitude and performance (physics and chemistry) are positively and significant ($r=0.66$, $p=0.013$ and $r=0.53$ and $p=0.019$ respectively). The phenomena observed were discussed in the light of prevailing conditions in most of the developing countries. Conclusively, home influence can be a tool to enhance school learning.

Keywords :Attitude, performance, parental involvement, Secondary 1 AB school, and late adolescent