



General Sir John Kotelawala Defence University
Sri Lanka



ABSTRACTS

Collaboration for Professional Excellence in Management,
Social Sciences and Humanities

11TH INTERNATIONAL RESEARCH CONFERENCE

Securing Professional Excellence through Collaboration

13th - 14th SEPTEMBER 2018



This book contains the abstracts of papers presented at the 11th International Research Conference of General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka held on 13th - 14th September 2018. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, without prior permission of **General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka**

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Content

Page

12 **Message from the Secretary to the Ministry of Defence**

13 **Message from the Vice Chancellor**

14 **Message from the Conference Chair**

15 **Message from the Session President**

Plenary Session

17 **Collaboration for Professional Excellence in Management and in Social Sciences and Humanities**

Prof N S Cooray

18 **Importance of “Literacy” for Managers and Entrepreneurs in the 21st Century**

Prof HD Karunaratne

19 **Whither Management Research? Reflections and Resolutions**

Prof Ajantha S Dharmasiri

20 **Multidisciplinary Dimension within Collaboration to Reach Excellence in Professionalism**

Prof Sarath Amunugama

Technical Sessions

22 **Governance and Performance of Microfinance Institutions in Sri Lanka**

Gunatthma Gunawardhena

23 **Investment Decisions in Mega Projects: Bureaucracy and Accounting Controls: Preliminary Data Analysis**

RM Chathurani Rathnayaka

Content

Page

- | | |
|-----------|---|
| 24 | Corporate Governance in Determining the Stock Price on Sri Lanka Colombo Stock Exchange
PKCL Fernando and H Dissabandara |
| 25 | Adoption of Management Accounting Practices by Public Institutions: The Sri Lankan Experience
JK Padmasiri and Roshan Ajward |
| 26 | An Investigation of the Factors Affecting Exchange Rate Fluctuations: A Sri Lankan Experience in Recent Past
RM Kapila Tharanga Rathnayaka and DMKN Seneviratna |
| 27 | Entrepreneurial Orientation and Total Quality Management: Evidence from an Automobile Sensor Manufacturing Organization
WRP Soysa |
| 28 | Impact of Multi-Sensory Brand Experience on Impulse Buying Tendency: with Special Reference to Super Markets in Sri Lanka
BTK Chathuranga and VGP Lakshika |
| 29 | Factors Influencing the Usage of Information and Communication Technology in SMEs in Balangoda Area
UWCS Udawaththa and DMJ Wickramasinghe |
| 30 | Analysis of Knowledge Sharing Barriers in Sri Lankan Software Companies
J Prabodha and S Vasanthapriyan |
| 31 | Influence of Antecedents on Consumer Attitudes towards Functional Food: Empirical Study in Sri Lanka
RMKS Rasanjalee and DSR Samarasinghe |
| 32 | The Impact of Work-Life Balance on Employee Job Performance: A Study of an Offshore Operations Office of a Private UK Higher Education Institute Based in Sri Lanka
Harini A Jayasinghe and Indika P Kaluarachchi |
| 33 | Organizational Electronic Knowledge Repository Use and Project Success in Sri Lankan Software Development Organizations
N Hettiarachchi and S Vasanthapriyan |

Content

Page

34	Impact of Cross Culture on Employee Satisfaction of Employees of Nongovernmental Organisations in Sri Lanka TW Dasanayake
35	Optimizing the Allocation of Training Programmes to Maximize Organizational Goals UHDBM Wickramaarachchi and A Wijayanayake
36	Forecasting Domestic Guest Nights in Ancient Cities of Sri Lanka: Hybrid Approach KMUB Konarasinghe
37	Assessing Service Quality Factors for Building a Loyal Customer in Life Insurance Industry HMDS Wijenayaka and DAM Perera
38	Middlemen on Coconut Price Behaviour in Sri Lanka KK Sogiusmani and A Nanthakumaran
39	Study of Vulnerabilities and Capacities for Natural Coastal Hazards in Negombo, Sri Lanka MMSSM Fernando, KW Indika, and D Wickramasinghe
40	Factors Affecting Coach Leadership Behavioural Styles and Team Success: The Mediating Role of Coach Leadership Behaviour HPN Perera
41	An Intelligent Cost Optimized Central Warehouse and Redistribution Root Plan with Truck Allocation System in Colombo Region for Lion Brewery Ceylon PLC DGND Jayarathna
42	Analysis of Factors Affecting Passenger Satisfaction on Service Quality in Public Transportation in Sri Lanka CN Sooriyabandara and D Hewage
43	Evaluation on Key Factors Affecting the Profitability of Carrier Transportation Services for Automobiles: A Study Based on the Automobile Carrier Services from Hambanthota to Colombo in Sri Lanka BATW Perera and WHAU Abeyrathne
44	Automation of Sri Lanka's Downstream Petroleum Industry Supply Chain Management Operations Janak Dharmaprema and Varuna Gunasekara

Content

Page

- | | |
|----|--|
| 45 | Applying Six Sigma Methodology to Reduce the Lead Time of Service Process: A Case Study Based on VISA Process at Catch My Tour Pvt. Ltd
RASA Perera |
| 46 | A Mechanistic Probabilistic Model to Estimate Truck Operation Cost
GKS Gedarawatta and AHS Sharic |
| 47 | Potential Applicability of Just-in-Time to Improve Procurement Efficiency Reference to Sri Lanka Navy
RACN Rathnayake, and UG Rajapaksha |
| 48 | Identification of Factors Affecting Warehouse Efficiency in Apparel Industry
LYE Priyamali and MRS Mudunkotuwa |
| 49 | A Study on the Effect of Online System of Sri Lanka Customs on Shipping Lines' Satisfaction
DASM Dissanayake and DR Ratnajeewa |
| 50 | Factors Affecting the Demand for Three Wheelers: Special Reference to the Perception of Passengers
SL Madusanka, PWG Madhushani and DGND Jayarathna |
| 51 | A Palimpsestuous Reading of Shehan Karunatilaka's <i>Chinaman</i> – Power Dynamics of the Palimpsest of Sri Lankan English
Aparna Hettiarachchi |
| 52 | The Interdependence of Gender, Sexuality, Ethnic and Class Binaries in Shyam Selvadurai's <i>Funny Boy</i> and <i>Cinnamon Gardens</i>
Oshanthaka Cabraal |
| 53 | The Symptom of Situational Consciousness in Third-World Literature: Exploring Salman Rushdie's <i>Midnight's Children</i>
BDK Anandawansa and HAMA Hapugoda |
| 54 | Power and Displacement: En Route to Female Empowerment
F Nuzla Nawaz |
| 55 | Assessing the Composing Competency of Adult Second Language Learners Enhanced through Increased Self-Confidence During Portfolio Based Learning
WSA Fernando |

Content

Page

- | | |
|-----------|--|
| 56 | Quantitative Study on the Students' Perceptions on the Effectiveness of Using Group Work as a Teaching Strategy in Reducing Speaking Anxiety
PN Gardihewa |
| 57 | Improving Oral Presentation Skills in Undergraduates through Constructive Criticism (as a Bi-Product of Scaffolding)
MTN Wijetunge, WWWJT Weeraratna, and VU Jayasinghe |
| 58 | Critical Review of Literature on Giving Corrective Feedback in TESOL Sessions
Wimansha Abeyawickrama |
| 59 | The Need for Insider Perspective in Language Codification: A Study in Relation to Sri Lankan English Codification
HV Arundathi Hettiarachchi |
| 60 | Influence of Push and Pull Travel Motivational Factors on International Tourists' Re-visit Intention to Galle in Sri Lanka
DS Kodithuwakku |
| 61 | A Study on Awareness of Cyber Security among Primary Teacher Trainees in Addalaichenai Government Teachers' College
AM Jazeel |
| 62 | Traditional Techniques of Dyeing Textiles with Natural Dyes: A Case Study of Southern Province in Sri Lanka
GM Ranathunga, PVM Karunarathne, and DGK Dissanayaka |
| 63 | Influence of Social Media on Academic Performance of Advanced Level Students in Sri Lanka
MAJR Dharmasekara and HN Gunasinghe |
| 64 | Psycho-Social Factors Associated with Sri Lankan Women Seeking Employment in Middle East Countries as Housemaids
HGI Amarabandu and ST Kaththiriarachchi |
| 65 | Buddhist Practices in Rehabilitating War-affected Children: A Sociological Study of How Buddhist Practices Contribute to the Rehabilitation of War-Affected Children in Sri Lanka
Kumari Thoradeniya |
| 66 | Social and Psychological Dimensions of Queer Representations in Indian Cinema: An Interpretative Analysis
Anee Bhattacharyya and Kakoli Das |

Content

Page

67	Restrictions in Language Education towards Persons with Visual Impairments: A Study on Orthography of Written Sinhala Ridmi Handapangoda
68	Determinants of Moonlighting of Teaching Professionals in Sri Lanka SD Weerathunga and GRSRC Samaraweera
69	Analysis of Determinants of the Paddy Production in Kantale Area in Order to Determine the Effectiveness of Paddy Farming GTK de Silva
	Posters Presentations
71	Tourist Motivational Factors that Affect Tourist Visiting Decision: A Case of Sri Lanka SD Fernando
72	The Impact of Transactional Contract Fulfillment on Organizational Commitment in Selected Banks in Batticaloa District Faizal Antanat Shamila and Dilanthi Thavakumar
73	Causal Attributions of Product Harm Crisis and Consumer Moral Reputation toward the Wounded Company – How Does Societal Damage Matter? GC Samaraweera
74	Analysis of Health and Safety Practices Affecting the Productivity of Human Resources in the Apparel Industry in Sri Lanka DT Mahanama and DR Ratnajeewa
75	Emerging of Army Bulk Petroleum Reserve as a Critical Supply Chain Infrastructure in Sri Lanka Army KNMN Medhagedara and ID Wattuhewa
76	The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Cosmetic Industry in Sri Lanka H Abeykoon
77	Knowledge Management Involvement in Improving Human Resource Management of Organizations SK Weerathunga and S Vasanthapriyan
78	The Impact of Service Quality on Customer Satisfaction with Regard to Divisional Secretariats MI Mujahid Hilal

Content

Page

79	Dynamics in Productivity with the Intervention of Human Resource Management (HRM): An Exploratory Review on Manufacturing Industry MHR Sandeepanie, GJM Ariyathilake, and EG Ubayachandra
80	A Study on the Effectiveness of Tsunami Warning System in Sri Lanka KDAJ Siriwardana and KR Ambepitiya
81	Consumer Purchase Intention towards Organic Food with Special Reference to Undergraduates in Sri Lanka DF Jayman and L Gunethileka
82	Logistics Performance in Sri Lanka and its Impact on Investments: A Contemporary Appraisal L Edirisinghe
83	A Study on the Impact of Corporate Social Responsibility on the Financial Performance of Domestic Banking Industry in Sri Lanka GDSR Dharmaratne
84	Disaster Management, Measures and Facts in India: Needs to Improve Sharad N Reshmi
85	Use of Computer Assisted Language Learning for Improving ESL Learners' Academic Writing Skills WMUSK Walisundara
86	Effect of Language Proficiency on Academic Performance: Special Reference to the Undergraduates of General Sir John Kotelawala Defence University KDCIS Saparamadu, RSR Withanage, and WMMMJT Weeraratna
87	Using Visual Spatial Intelligence Based Activities to Develop Writing Skills TD Kothalawala and CJ Kothalawala
88	Critique on Contemporary Teacher Education Programme in India and Sri Lanka HM Omprakash and Bharathi N Reshmi
89	Social Intelligence of Inclusive Education: Resource for Teachers RM Geeta

MESSAGE FROM THE SECRETARY TO THE MINISTRY OF DEFENCE



It is with great pleasure that I am issuing this message to the International Research Conference 2018 of the General Sir John Kotelawala Defence University (KDU) as the Secretary to the Ministry of Defence and the ex-officio Chairman of the Board of Management, KDU.

I wish to place on record my sincere appreciation to KDU for playing a leading role in molding the future of the military as well as civilian youth who are in pursuit of high quality tertiary education in Sri Lanka. Today, KDU has gained recognition as an excellent seat of learning and disseminating knowledge that empowers attitudes and develops skills of the young graduates. It also contributes immensely to the much needed research and innovation.

KDU IRC is an annual event in its calendar eagerly anticipated by many due to the significance it holds in providing a platform for both local and

international intelligentsia to congregate, confer and disseminate knowledge. I am sure that, under this year's theme, securing professional excellence through collaboration, the conference will encompass a wide range of topics that are of utmost benefit for potential scientific and socio economic advancement in Sri Lanka.

While expecting to see great minds from all over the world meet and share their thoughts and knowledge at this event, once again I express my sincere appreciation to the Vice Chancellor and KDU staff for the enthusiasm and commitment shown towards making this scholarly experience a memorable one for its participants.

I wish that this international research conference would be highly productive for all participants – a conference that enriches the much needed research culture to ensure the nation's growth enabling to face its future challenges.

Kapila Waidyaratne
President's Counsel
Secretary

MESSAGE FROM THE VICE CHANCELLOR



I am delighted that we have been able to organize the 11th International Research Conference of General Sir John Kotelawala Defence University (KDU IRC – 2018) conducted on the overarching theme, “Securing Professional Excellence through Collaboration” and convened over two days, 13th and 14th September 2018 at the university premises. Hence, it is with great pride that I pen down my thoughts on this Abstract Book of KDU IRC-2018.

KDU IRC-2018 is a world class forum that brings professionals and researchers of various disciplines to a common platform to disseminate their valuable research findings. They are able to present, discuss and deliberate their research findings with peers and experts, both local and international, as well as engage in lively discussions on contemporary matters. The resource personnel of the conference are eminent Sri Lankan and foreign researchers, academics and professionals with international recognition including those of our own staff at KDU.

We are proud to have internationally eminent, Sri Lankan born scientists, such as, Prof. Mohan Munasinghe and Dr. Sarath D. Gunapala, as guest speakers at the inauguration of the conference. They have made our motherland proud in the international arena as renowned experts and intellectuals in their respective fields. Further, this conference is enriched with the participation of many local and foreign academics in varied disciplines; along with personnel from the

tri-services and the police, thus making our conference the only research conference in Sri Lanka that brings together civilian professionals and their counterparts in security forces.

What is special about this conference is that the research papers are automatically uploaded to Google Scholar with H-Index Citations. The best papers are published in journals and others as proceedings. In addition, provision is given for live telecast of oral presentations through YouTube, and presentations on Skype, for international authors. The plenary sessions, pre/post-conference workshops and oral and poster presentations, would no doubt generate productive discussion and constructive criticism which would in return instigate thoughts for development in future.

I wish to record our gratitude to the Ministry of Science, Technology and Research and the National Science Foundation, not forgetting the Ministry of Defence, for their consistent support in co-organizing our conference, and my sincere appreciation of the academic and administrative staff of KDU together with our well-wishers for their invaluable contribution towards the success of this mammoth event.

Finally, I wish you, the presenters, good luck with your scholarly presentations at KDU IRC-2018 and the participants a memorable and thought provoking experience.

JJ Ranasinghe VSV, USP, psc, MSc (DS) Mgt
Rear Admiral
Vice Chancellor

MESSAGE FROM THE CONFERENCE CHAIR



On behalf of the Executive Committee, I am honoured and delighted to welcome you to the 11th International Research Conference of General Sir John Kotelawala Defence University (KDU IRC-2018); bearing the theme, Securing Professional Excellence through Collaboration. Over the past 11 years, KDU IRC has grown to be a major international research conference, continuing with its tradition of high-quality and broad international participation in all areas of research. Hence, it is a pride and honour to preside over this prestigious research conference in Sri Lanka.

I am very pleased to welcome you to KDU IRC-2018 which is based on fundamental concerns to all scientists and non-scientists alike. This conference also enables the exchange and dissemination of useful information on multilateral initiatives. Therefore in bringing us together, KDU IRC -2018 allows to seek out and forge new partnerships, and to engage relevant sectors in advancing the social and economic well-being of mankind.

KDU is gratified to have a line-up of highly renowned keynote and plenary speakers

consisting of experts who would shed light on research and issues. In addition, this is an opportunity for undergraduates, researchers and practitioners to share their research and contribution towards the success of the respective professions, through oral and poster presentations.

The successful organization of KDU IRC -2018 required the talents, dedication and invaluable time of many academic and administrative staff of KDU, volunteers and strong support from our sponsors; the Ministry of Science, Technology and Research, and the Ministry of Telecommunication, Digital Infrastructure & Foreign Employment. Special gratitude and appreciation goes to the Presidents, Coordinators and the members of the numerous committees of the faculties. Without their wise advices and suggestions; outstanding organization, planning and performance, we would not have had such an excellent conference.

I hope KDU IRC -2018 would offer the participants a platform to exchange ideas, discover novel opportunities, reacquaint with colleagues, meet new friends and broaden their knowledge.

Dr Upali Rajapaksha
Conference Chair
11th International Research Conference

MESSAGE FROM THE PRESIDENT OF THE SESSION



It is a great privilege to pen this message as the Dean Faculty of Management, Social Sciences and Humanities to the Abstracts Book of the 11th International Research Conference 2018 of KDU under the theme of 'Securing Professional Excellence through Collaboration'.

It is indeed a pleasure to see the increase in the number of research paper submissions and the advancement of research projects in Management, Logistics Management, Social Sciences and Humanities this year. KDU International Research Conference is an ideal platform to create dialogues in multidisciplinary research, which is a timely requirement. As there are plans for Sri Lanka to be a hub of Logistics, Education and Tourism, it is

very much needed to identify future potentials of business plans, strategic plans and development paths through research in management, social sciences and humanities.

The conference will facilitate all the researchers and participants to expand their networking with many local and international researchers and professionals in multidisciplinary fields. In addition, they will have an opportunity to share their knowledge in their fields of specialization and expertise.

I wish all participants an inspirational and fruitful conference, and hope that they will be much benefitted from this international conference.

Dr RMNT Sirisoma

President

Management, Social Sciences and Humanities Session

Plenary
Session



COLLABORATION FOR PROFESSIONAL EXCELLENCE IN MANAGEMENT AND IN SOCIAL SCIENCES AND HUMANITIES

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Why collaboration? Collaboration is indispensable for development of relevant knowledge, skills, attitudes and values in many areas at all level including personal, institutional, national and international. The collaboration is also an imperative component of professional excellence which in turn influences wellbeing at all level. Therefore, the final aim of collaboration is to enhance the wellbeing of stakeholders through productivity improvement. Who collaborate with whom? The benefits of collaboration depend on identification of proper collaborators or stakeholders. A university normally constitutes students, faculty, administrative staff and

management. And therefore, any collaboration can be initiated, deepened, and widened by those four possible initiators with other academic institutions, business community, government, policy and research circles, and other civil society organizations at local and international level. The level and magnitude of collaboration be contingent on mutual benefits or reciprocity. How to build and maintain reciprocity among stakeholders? What kind collaboration is necessary for management and social sciences? How to identify appropriate collaborators? An attempt will be made during the presentation to address those issues.

IMPORTANCE OF "LITERACY" FOR MANAGERS AND ENTREPRENEURS IN THE 21ST CENTURY

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Conventional definition of literacy is the "ability to read and write in one language". It is also defined as the "competence or knowledge in a specified area". However, due to expansion of education facilities, globalization, growing competition, and widening diversity in the world, these definitions have been drastically changing during the past few decades. Today literacy of a manager includes at least five main components, namely; (1) ability to communicate in alternative languages, (2) information and communication technology (ICT) competencies, (3) financial literacy, (4) ability to mobilize human capital for business success, and (5) use of social capital and networking to achieve organizational goals. Present-day managers and entrepreneurs operating under fierce competition must strive to acquire these components of literacy. Since west is falling while east is rising at least in economic terms, learning eastern languages like Mandarin (Chinese language), Hindi, Japanese and Korean have become commonly accepted essential skills in eastern part of the world. By learning about these linguistic features of culture, managers efficiently develop understandings of the importance of cultural attitudes in society, rather than trying to do this through ethnographic or sociological studies.

Today ICT is recognized as a major enabler of innovation and new business models, which have the potential to heavily influence western economies and jobs. Therefore, acquiring ICT competencies has become an essential part of a manager's job. Growth of e-commerce, internet based business and expansion of financial services has made managers to familiarize with the digital world. The growing acceptance of the internet as a shopping tool is unlikely to slow down anytime

soon. According to Forrester Research (2017), the number of online customers will reach 270 million by the year 2020. This will apparently see the e-commerce sale value stand at a whopping \$523 billion, representing a stark rise of 56 % in past five years.

Financial literacy has become another important component of literacy today. It includes several core competencies, namely, how to earn money, how to spend money, how to save money, how to invest money, how to grow with the money and how money will work and bring more money for managers while they are even in their sleep. These competencies have become essential for managers, irrespective of the scale, ownership or sector/industry of the business they engage. Financial literacy can be simply measured by testing managers understanding on compound interest rates, use of inflationary information, interest rate and exchange rate changes in decision making process. Even among highly educated professional managers, financial literacy is low in developing countries like Sri Lanka. Development of human capital is at the core of business success today. Therefore, it is important to use managers' individual human capital capacity to contribute to business successes, i.e. MBA degree holders must reflect their competencies in management decision making process, because organizations pay large amount of money for their human capital formation. Finally, social capital and networking abilities are also important components of literacy of a manager in modern organizations. What managers know is less powerful than who knows them in the business world today. Therefore, ability to network, to do team work and to cope-up with group activities have become more powerful than individual achievements in the business success.

WHITHER MANAGEMENT RESEARCH? REFLECTIONS AND RESOLUTIONS

Prof Ajantha S Dharmasiri

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With the apt theme of “Collaboration for Professional Excellence in Management, Social Sciences & Humanities”, the plenary speech attempts to shed light on management research with its promises and pitfalls. As a continuous learner in management, whilst simultaneously playing multiple roles of a teacher, a researcher, a supervisor and an examiner, the speaker intends to share some relevant thoughts by way of reflecting on management research in the Sri Lankan context. The speech revolves around three sub-themes, viz. the context, conduct and contents of management research. It emphasizes the increasingly important dimension of academics in sustaining their efforts as researchers. The aspect of thought leadership in inspiring, influencing and instructing the emerging researchers is aptly

described as quintessential for both qualitative and quantitative approaches in research. In moving from a vicious cycle to a virtuous cycle, they have to become knowledge creators, in furthering ahead of being knowledge capturers and knowledge communicators. The speaker will further reflect on seven barriers that impede management research and resolutions required in overcoming such barriers successfully. In confidentially committing oneself, a “revitalized” management researcher with a clear apprehension of the current reality and desired future, should contribute towards the socio-economic wellbeing of our nation. Embracing change and enhancing collaboration are sine qua non in such an engaged endeavour.

MULTIDISCIPLINARY DIMENSION WITHIN COLLABORATION TO REACH EXCELLENCE IN PROFESSIONALISM

Prof Sarath Amunugama
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Multidisciplinarity refers to all the practices of working in teams composed of professionals in different disciplines or different professions. Complexity of certain activities require adoption of several reading angles, several modes of analysis to determine the action to be put in place considering several aspects that characterize the activity in question or the problem to be solved. Multidisciplinary dimension is therefore reflected in new forms of collaboration of a shared analysis and a common definition of actions. In the field of any activity, multidisciplinarity has become

an almost obligatory reference and thus it is very much discussed in the context of educational and professional training contents. Territorial development or development of public policies are the areas, among others, which are characterized by multi-professional relationships in the domain of Humanities and Social Sciences. Moreover, societal challenge is one of the overarching themes with relevance to Humanities and Social Sciences, included in many development projects and which shares an important portion of the overall budget.

Technical
Sessions



GOVERNANCE AND PERFORMANCE OF MICROFINANCE INSTITUTIONS IN SRI LANKA

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This paper establishes facts to evaluate the governance factors affecting the performance of micro finance institutions in Sri Lanka, in terms of outreach and sustainability. Through literature, five independent variables under governance having an impact on performance was identified, namely: remuneration (fixed / variable) of managers, size of the board, independence of the board via the presence of non affiliated board members, the diversity of the board, and the availability of an independent auditor within the organization. The study is carried out based on a purposively selected sample of 42 microfinance institutions operating in Sri Lanka, which have been in operation for more than ten years. Data was collected via a self administered questionnaire and published financial data of

these selected institutions. It was determined as evidenced in data that the type of compensation received by the managers is not associated with performance of the sampled institutions. The results identify trade-offs between micro finance institution's outreach and sustainability, based on the board size, and on the proportion of unaffiliated directors. Moreover, the study shows that a higher representation of female members on the board (diversity), leads to better performance. The study also reveals that the availability of an internal auditor does not indicate a significant relationship on the performance of these Institutions.

Keywords: Microfinance institutions, Governance, Performance, Outreach, Sustainability

INVESTMENT DECISIONS IN MEGA PROJECTS: BUREAUCRACY AND ACCOUNTING CONTROLS: PRELIMINARY DATA ANALYSIS

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Research in Accounting and development is now an established field. Research in Cultural political economy of accounting and development has made an important theoretical development in this field of research. Identifying this theoretical development this research is trying to identify how public sector/government (organizational) decision making, multitudes of controls, political and cultural institutions are associated with each other in permeating eclectic form of accounting for investment decisions in mega projects in Sri Lanka's Development. Sri Lanka is a developing country with a traditional culture and a dynamic political environment. This paper derived from Weberian framework introduced by Colington and Covalski (1991) and draws from the works of Dyball and Valcarcel (1999), Uddin (2009) on traditional societies and tries to respond to the existing literature from the findings of a case study. To materialize the study, one of the major mega infrastructure projects in Sri Lanka has been selected for the study. The study is following qualitative tradition and the data collection

process consisted of five parts followed by data analysis. Preliminary Data analysis process is being done with themes emerging through interpretation of respondents, organizational and theoretical categories. Findings of the preliminary data analysis show that there are many bureaucracies within the bureaucracy and it does not lie only with administrative staff as explained by Weber. Further, different layers and sections of the organization have different accounting practices which are unknown to the other where minimal or no information link with each other. Cultural Political Economy was identified as the theoretical framework of the study as the studies in this research agenda have reported a number of case studies to understand how cultural and political factors and institutions are important in understanding management accounting practices and management control systems of developing countries.

Keywords: Public Sector, Development projects, Accounting practices

CORPORATE GOVERNANCE IN DETERMINING THE STOCK PRICE ON SRI LANKA COLOMBO STOCK EXCHANGE

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The impact of corporate governance on firm performance has become a topic of conversation. However, there is less attention on how it impacts the share price. The purpose of the study is to determine the impact of corporate governance on the share price of companies listed in the Colombo Stock Exchange (CSE). The research designs, descriptive analysis, regression analysis and correlation analysis, were used in this study and in the period of financial year of 2015–16. A sample of 64 companies was chosen as representative of the population out of 296 companies listed on the Colombo Stock Exchange (CSE), excluding banking and finance sector and data was collected using secondary method. Compliance level of corporate governance was measured by utilizing self-constructed Corporate Governance Index (CG Index) with five sub-indexes namely Board Structure (BS), CEO and Management (CEO), Transparency and Disclosure (TR), Investor Relation (IV) and CSR Disclosure (CSR). The index contains 40 criteria under the above Sub-Indexes.

The study found that there is no significant relationship between overall CG index and the share price. However, transparency demonstrated a significant negative impact on the share price. When the overall sample was clustered into sub samples as high, medium and low according to firm size, the medium sample demonstrated a significant positive relationship between CG index and the share price. The important key finding that was supported with enough evidence to show lowering the firm size, the Board Structure (BS) and Investor Relation (IV) is significant to increase the share price. Unexpectedly Transparency (TR) demonstrated a significant negative impact for smaller firms. Further, it was found that the corporate governance practices generated a long term impact on share price since the same impact can be found in lead share price also.

Keywords: Corporate Governance, CG Index, Share Price

ADOPTION OF MANAGEMENT ACCOUNTING PRACTICES BY PUBLIC INSTITUTIONS: THE SRI LANKAN EXPERIENCE

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Scholars use new institutional sociology (NIS) theory discourse to clarify how three macro environmental institutional pressures exert pressure as to institutionalization of particular rules, norms and practices etc. mainly to gain legitimacy. Meanwhile, empirical evidence shows that the use of advanced management accounting practices (MAPs) and in most of the cases, traditional MAPs especially by public organizations in developing countries is rather slow and low. Based on literature findings, this theoretical paper postulates that the presumed relationship between three isomorphic pressures and institutionalization of MAPs is moderated by four conformity factors which are proved to be dependent on the economic advancement of the country concerned. Thus, this research, using the mixed method, investigates this organizational

phenomenon in PIs in the developing country context focussing on Sri Lanka. While this study provides a useful framework for further studies, it will also produce new knowledge concerning NIS theory by providing an alternative perspective pertaining to the application of the institutional isomorphism mechanism with moderating effects by four conformity methods. Further, this study generates novel empirical evidence regarding the level of adoption of MAPs and highlights determinants of the application of MAPs by PIs in the referred context. Also, the study may assist stakeholders of such PIs in understanding of the foregoing revelations that could be leveraged, especially in the best interest of those institutions and the countries concerned in overall sense.

Keywords: Management accounting, Management Accounting Practices, New Institutional Sociology theory, Conformity methods

AN INVESTIGATION OF THE FACTORS AFFECTING EXCHANGE RATE FLUCTUATIONS: A SRI LANKAN EXPERIENCE IN RECENT PAST

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The stability of the exchange rate is a widely discussed topic, which plays a pivotal role in any economy. Miscellaneous types of internal and external factors have been directly effecting on the exchange rate fluctuations on the economic performances of the country. The main objective of this study is to examine the significant macro-economic factors that affect exchange rate fluctuations in Sri Lanka. The study results

detected that, the month-end USD/LKR exchange rate is more sensitive with respect to the external factors such as changes in month-end per capita real Gross domestic product, Broad money (M2b) and Reserve Money in a short term and long term manner.

Keywords: Vector Error Correlation Model, Co-integration Rank Test and Colombo Stock Exchange

ENTREPRENEURIAL ORIENTATION AND TOTAL QUALITY MANAGEMENT: EVIDENCE FROM AN AUTOMOBILE SENSOR MANUFACTURING ORGANIZATION

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Entrepreneurship plays an important role in today's dynamic business world as a driver of innovation by creating new products, services and new organizations. One of the key factors of achieving organizational success is the application of Total Quality Management (TQM). In particular, this study examines; (i) what entrepreneurial characteristics support the implementation of TQM best practices and (ii) how entrepreneurs implement TQM best practices. The study examines the proposed research objectives by referring to the case organization of Lanka Harness Limited, an automobile seatbelt sensor switches and harness manufacturer for leading automobile brands. The organization adheres to strict quality standards where the defect tolerance rate is one part per million (1 ppm) outputs. An interpretivist, inductive research approach was used to explore the said research objectives using data collected by conducting semi structured interviews with Mr Rohan Pallewatte

the proprietor of the said organisation and ten employees using purposive sampling. The results from interviews showed Mr Pallewatte's perseverance, leadership, empathy, trust, integrity, passion, grit, kindness, subject knowledge and other entrepreneurial characteristics support the implementation of TQM best practices. Training, inculcating a quality culture, trust culture coupled with Toyota Production Quality Management System resulting a unique Lanka Harness System, adopting lean manufacturing techniques developed by Japanese quality systems were recognized as how entrepreneurs implement TQM best practices. The study concludes with a discussion of the insights generated by the findings linking with theoretical knowledge and directions for future research.

Keywords: Entrepreneurial Orientation, Entrepreneurship, Total Quality Management, Automobile Sensor Manufacturing

IMPACT OF MULTI-SENSORY BRAND EXPERIENCE ON IMPULSE BUYING TENDENCY: WITH SPECIAL REFERENCE TO SUPER MARKETS IN SRI LANKA

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It is important to understand sensory stimulation of people in human environments in designing super market. Human senses play significant roles in human experience and memories. In retail design brands related to sensory experience attract customers and stimulate strong, positive, and distinctive impression across all five senses. In this study multiple sensory cues are found in relation to sight, sound, scent and touch. The main objectives of executing this research is to investigate the impact of multi-sensory brand experience attributes; sight, sound, scent and touch on impulse buying tendency of Sri Lankan Super market consumers and to identify the most influential sensory attribute that impacts impulse buying tendency. A quantitative study carried out under this research using a survey method and convenient sampling techniques were used. The

researcher used regression analysis technique in order to test the hypothesis and to identify the impact of multi-sensory branding experience on impulse buying tendency, addressing the significance of each independent variable. According to the findings of the study it was revealed that there is no significant influence of sound and touch on impulse buying tendency whereas there is a significant impact of sight and scent on impulse buying tendency. Further, the findings revealed that sight is one of the most important sensory channels in comparison to other sensory receptors such as sound, smell, touch, and taste on impulse buying tendency of Sri Lankan super market consumers.

Keywords: Multi-sensory branding, Experiential marketing, Super market, Impulse buying tendency

FACTORS INFLUENCING THE USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SMEs IN BALANGODA AREA

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Small and medium enterprises are the main influencing business sectors of the Sri Lankan economy as well as that of all developing countries. Information and Communication Technology plays a major role in Small and Medium Enterprises. The main objective of this study is to examine the factor influencing the ICT adoption in SMEs in Balangoda area. The study examined the effect of cost of ICT, knowledge about ICT, ICT infrastructure and Perceived benefits associated with Information and Communication technology on its usage. Primary data were used as the data source of the study. As the sample of the study, researcher selected 50 SMEs established in the Balangoda area. Data were collected using a structured questionnaire and were analyzed using descriptive statistics, correlation and regression analysis. The results reveal that

cost, knowledge, infrastructure and benefits of information and communication technology effect its use in small and medium enterprises. According to the findings of the research, the cost of ICT negatively affects the usage of ICT in SMEs. But knowledge about ICT, ICT infrastructure and perceived benefits positively affect the usage of ICT in SMEs. Therefore, owners of the SMEs should increase their knowledge about new ICT usage within the business organizations, and they should know how to use ICT infrastructure to increase ICT usage in the organization. Perceived benefit is the strongly affective variable than the other. Therefore, SME must apply an effective, efficient and employee friendly ICT system.

Keywords: ICT, Cost, Knowledge, Infrastructure

ANALYSIS OF KNOWLEDGE SHARING BARRIERS IN SRI LANKAN SOFTWARE COMPANIES

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Knowledge sharing is a cornerstone for software companies as they are knowledge intensive organizations and expertized knowledge generates the key to success of organization. This study is a survey-based empirical investigation which conducted to identify current status and the existing knowledge sharing barriers in software companies in the context of Sri Lanka. In order to provide a more comprehensive and complete description to the related study, quantitative research method was used to conduct the survey with staff of the development teams in selected software companies. The Theory of Planned Behaviour was applied as the basis of this study in order to create the relationship between knowledge sharing behaviour, intention and attitude for knowledge sharing. Questionnaire was designed considering individual, organizational and technical factors based on previous literature covering dependent variable; attitude for knowledge sharing; and independent variables; motivation and

willingness, trust, time, power relationships, expected reciprocity, communication skills, organizational culture and structure, leadership, reward systems, and technology. Structural equation modelling was used to analyse data, in order to assess both measurement model and structural model. According to findings, hypothesised associations with motivation and willingness, time, power relationships, expected reciprocity, communication skills, organizational culture and structure, and leadership were identified to have a significant impact on knowledge sharing attitude while, trust, reward systems, and technology depicts no significant relationship. Findings further emphasize lack of time, improper organizational structures, power relationships and language as the main barriers in software companies.

Keywords: Artificial Neural Network, Data Mining, Random Forest

INFLUENCE OF ANTECEDENTS ON CONSUMER ATTITUDES TOWARDS FUNCTIONAL FOOD: EMPIRICAL STUDY IN SRI LANKA

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Food is one of the basic needs to be satisfied for the survival of a human being. "Functional Food" is food and food components that may provide benefits beyond basic nutrition, and it includes a wide variety of food and food components believed to improve health and well-being of people which help to reduce the risk of specific diseases. This paper investigates the influence of antecedents (Customer knowledge, Necessity, Safety, Confidence, Rewards) on consumer attitudes towards functional food within the Sri Lankan context. It is important for marketers to understand the attitudes in relation to functional food, so that they can properly implement marketing strategies. In addition to the main objective of identifying the influence of antecedents on consumer attitudes, the most influencing antecedent was also established. Convenient sampling method was used in collecting data from the respondents consisting

of 280 respondents from the district of Colombo within the age group of eighteen to sixty. Inferential statistics were used to analyse and interpret the data by Correlation and Regression. Validity and reliability were tested for all the measures. The results indicate that customer knowledge, necessity and safety have a negative impact while confidence and rewards have a positive impact on the consumer attitude towards functional food. Rewards from functional food were derived to be a crucial factor for the consumer attitudes on functional food. These findings will provide food processing organizations and policy planners with valuable insights on consumer behaviour.

Keywords: Antecedents, Consumer Attitudes, Functional food, Knowledge, Necessity, Safety, Confidence, Rewards

THE IMPACT OF WORK-LIFE BALANCE ON EMPLOYEE JOB PERFORMANCE: A STUDY OF AN OFFSHORE OPERATIONS OFFICE OF A PRIVATE UK HIGHER EDUCATION INSTITUTE BASED IN SRI LANKA

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Work-Life Balance (WLB) is generally associated with equilibrium between the amount of time and effort somebody devotes to work, family, and personal activities in order to maintain an overall sense of harmony in life. Employee performance is the extent to which an employee executes his/her set work tasks, duties and responsibilities to the level of expectation set out by the management. This paper explores Work-Life Balance and Employee Job Performance (EJP) with the main objective of identifying the impact of Work-Life Balance on Employee Job Performance. This study is referred to the Offshore Operations Office of a private UK Higher Education Institute based in Sri Lanka. Personal Engagement (PE), Family Engagement (FE) and Work Engagement

(WE) were identified as the main independent constructs of the study while the dependent construct as Employee Job Performance. A sample of one hundred and fifty employees were selected from the organization, and data for the study was collected from the sample through the means of a questionnaire. The collected data was analysed through correlation and regression analyses. The findings of the research determined that Work-Life Balance positively impacts on Employee Job Performance while Work Engagement was highlighted as the most prominent factor affecting Employee Job performance.

Keywords: Work-Life Balance, Employee Job Performance, Personal Engagement, Family Engagement, Work Engagement

ORGANIZATIONAL ELECTRONIC KNOWLEDGE REPOSITORY USE AND PROJECT SUCCESS IN SRI LANKAN SOFTWARE DEVELOPMENT ORGANIZATIONS

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Electronic Knowledge Repository (EKR) is a type of Knowledge Management Systems which is widely used for the knowledge management activities in software organizations. It should be effective enough for the success of the software project and for the continuous use of it. However, it was poorly examined as to what factors affect EKR use and how it affects software project success in Sri Lankan software development organizations. The main objective of this research was to find out how codification effort, task interdependence and perceived task-technology fit affect EKR use for software development activities and how EKR use affect software project success in terms of team performance and team members' success. An empirical study was conducted in Sri Lankan software development organizations

to test the validity of the conceptual model. The results show that even though codification effort has no significant relationship with EKR use and task interdependence, perceived task-technology fit has a significant positive relationship with it. EKR use has a significant positive relationship with team performance and team member success. The findings provide suggestions for Sri Lankan software development organizations for designing and implementing EKR in order to support organizational goals in terms of software project success.

Keywords: Electronic Knowledge Repository, Software project success, Software development organizations

IMPACT OF CROSS CULTURE ON EMPLOYEE SATISFACTION OF EMPLOYEES OF NONGOVERNMENTAL ORGANISATIONS IN SRI LANKA

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Non-government organizations are the most impacted organizations by cultural determinants. This research study was set out to explore the impact of Organizational Culture on Employee Job Satisfaction with special reference to Non-Governmental Organizations operating in Sri Lanka. The objective of the research was to explore whether there is an impact on Employee Job Satisfaction from the Culture of Non-Governmental Organizations. The research was conducted through a field survey by a structured self-developed questionnaire comprising the parameters coming under the Harrison and Stokes (1992) organizational culture model & Developed Maslow's Hierarchy of Needs Theory. The survey was carried out covering a sample of hundred and fifty staff members employed under the four (04) job positions which include Senior Executives, Junior Executives, Staff Assistants & Trainees to collect the primary data. Researcher used the random sampling method. A conceptual

framework was drawn based on the literature in the subject area. Six hypotheses were developed and tested based on the results obtained by correlation & regression analyses. Responses were analyzed using Microsoft Excel Package software in order to identify the correlation coefficients, regression models and SPSS version 20. The research was conducted using the mixed method approach. The results highlighted that there is a positive impact of Organizational Culture on Employee Job Satisfaction of Non-Governmental Organizations. Methods that need to be implemented and adopted in addition to the existing practices to improve Employee Job Satisfaction are recommended in order to overcome shortcomings and to improve current practices based on the research findings and the ideas generated through the findings.

Keywords: Job Satisfaction, Organizational Culture, Culture Gap, Culture Typologies

OPTIMIZING THE ALLOCATION OF TRAINING PROGRAMMES TO MAXIMIZE ORGANIZATIONAL GOALS

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All Human Resource managers are committed for dedicated corporate trainings to ensure that their employees have a better understanding of their assigned work and be able to achieve the organizational goals. Due to resource scarcity, any company could offer a limited number of training opportunities based on the allocated training budget. The main problem that is encountered in the current system is that it is unable to identify the most value-adding training programmes, which are aligned to the company goals. However, when a limited budget is allocated the best decision must be taken to optimize the allocation of right people to the right training programmes to fill the competency gap. Decision making in HR Management tends to be more subjective, if multiple aspects are not considered while making decisions. Unless the trainings are not aligned with the organizational goals, organizations may not be able to achieve the expected company goals in short term and also competencies will be stagnated in the long

run. Therefore, the main objective of this study is to optimize the most beneficial and value-adding training programmes which align with each departmental goals of the organization and to assign the optimal number of employees for each training programme. In the study, Analytical Network Process (ANP) is used to prioritize the training programmes, considering employees' individual needs, departmental needs and other requirements to achieve the company goals. Then, an Integer Linear Programming model has been developed to maximize the priority values of training programmes and to find the number of programmes that should be conducted within the allocated budget. This proposed model facilitates to map the most value-adding training programme with the departmental training requirements.

Keywords: Analytical Network Process, Training programmes, Integer Programming, Optimization, Employee allocation

FORECASTING DOMESTIC GUEST NIGHTS IN ANCIENT CITIES OF SRI LANKA: HYBRID APPROACH

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Ancient Cities in Sri Lanka are highly occupied by domestic tourists after 2009. The high occupancy increases the demand for accommodation. Hence, the hotel industry should adopt various practices to maximize profits and minimize risks. This can be achieved by accurate forecasting. But, there has been hardly any attempt on forecasting occupancy guest nights of domestic tourists in Ancient Cities of Sri Lanka. Therefore, this study was focused on forecasting occupancy guest nights of domestic tourists in Ancient Cities of Sri Lanka. Monthly data of domestic guest nights for the period of January 2008 to December 2016 were obtained from Sri Lanka Tourism Development Authority (SLTDA). Descriptive statistics were obtained. The trend models; Linear, Quadratic, Growth Curve and S-Curve models were tested. The Anderson-Darling test revealed the residuals of Linear and Quadratic were normally distributed, but Ljung-

Box Q-test and Auto-Correlation Function (ACF) do not confirm the independence. Therefore, the de-trended data were further analysed; the stationary of the series was tested by Augmented Dickey-Fuller (ADF) test and ACF. Then the Auto-Regressive Integrated Moving Average (ARIMA) model was tested on each series. The ARIMA model was well fitted for de-trended series of Linear trend and Growth Curve models. Hence, the residuals of two hybrid models; Linear trend-ARIMA and Growth Curve trend-ARIMA models were tested for model assumptions. It was concluded that both hybrid models; Linear trend-ARIMA and Growth Curve-ARIMA are suitable for forecasting occupancy guest nights of domestic tourist in Ancient Cities of Sri Lanka.

Keywords: Trend, ARIMA, Ancient Cities, Occupancy

ASSESSING SERVICE QUALITY FACTORS FOR BUILDING A LOYAL CUSTOMER IN LIFE INSURANCE INDUSTRY

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During the recent years, life insurance industry experienced great reforms to improve their market density and penetration. When it comes to providing service to the customers, they lag behind resulting in customer dissatisfaction. Therefore, there is a need to understand the quality of service required by the customers and to meet their need successfully, which creates loyal customers. After reviewing several specialized papers, it was found that the underpinnings of service quality are Tangibility, Reliability, Responsiveness, Empathy, Assurance, Helpfulness and Problem solving. As sample frame, personal administrated survey questionnaire with randomly selected 100 sample life insurance customers as unit of analysis were targeted to investigate their loyalty towards the life insurance industry. Responses were measured on a 5 point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). A number of

quantitative and qualitative methods including correlation analysis and regression were used to analyse the data Using SPSS version 23. According to the findings Tangibility, Reliability, Responsiveness, Assurance, Helpfulness and Problem solving have positive relationship with customer loyalty in life insurance industry. Assurance and Problem Solving highly relate to customer loyalty. That means Assurance and Problem Solving are the main issues of service quality towards customer loyalty. In order to build a loyal customer, there is a need to improve the quality of the delivering services. Organizations that are aiming to nurture loyal customers should pay close attention to issues of service quality.

Keywords: Service Quality, Customer Loyalty, Life Insurance

MIDDLEMEN ON COCONUT PRICE BEHAVIOUR IN SRI LANKA

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This research studies producer and retailer behaviour towards coconut price, and assesses middlemen's impact and the influence of inflation on it. Coconut contributes 0.6 % to the total GDP. Though researches attributed the recent price hike to droughts, consumers view is that middlemen influence upon it. The influence was analysed considering the market margin of middlemen. Secondary data were on nominal market price (NMP), producer's prices (PP), retail prices (RP) of coconut, and Colombo consumer price index for 25 years from 1993-2017. The impact of Middle men on coconut price was analysed by considering the market margin of middlemen mainly focussing the Agents and Brokers, Merchant Wholesalers, Distributors and retailers. The analysis revealed that the nominal market price of coconut had increased by 828% and increased by 10% per annum. The producer's price showed a positive specular trend, increasing by 851% and by 10 % per annum. The retail and producer prices varied largely during the study period 74% and 76% respectively; the real retail price and real

producer price over the time behaved with no significant increase. The Coefficient of Variation (CV) of real retail and real producer prices were 23% and 25% respectively revealed the absence of drastic growth or decay. Further, a decreasing tendency of Marketing Margin (MM) with time for real prices expressed a negative variation of 76% of CV. The market margin of middlemen was not influencing the retail price of coconut. The increase in retail price in the market during the recent past was due to the increased inflation by 8%. However, the growth rate of the MM of coconut was less than 1%, and it was to manage the fluctuations in inflation. Though there is criticism against middlemen, they are the risk takers and entrepreneurs in the market ever. Further, the market middlemen are not unwanted market elements nor exploiters of consumers and producers as people view.

Keywords: Market Channel, Retail Price, Middlemen, Producer Price, Market Margin, Fluctuation

STUDY OF VULNERABILITIES AND CAPACITIES FOR NATURAL COASTAL HAZARDS IN NEGOMBO, SRI LANKA

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Vulnerabilities and capacities for natural coastal hazards (Tsunami, Cyclone, Flooding, Sea level rise and Salt water intrusion) of selected Grama Niladari divisions (GN) of Negombo, Sri Lanka were studied, estimated and gradient maps were prepared using the software ArcGIS. Descriptive qualitative research methods were mainly used to develop a data base under three categories: personal profile, capacity and vulnerability which was quantified to produce five personal profile indicators (PPI), nine capacity indicators (Nano Capacity Indicators (NCI) and ten vulnerability indicators (Deca Vulnerability Indicators (DVI) respectively. Capacity and vulnerability ranking of selected GNs was carried out. Accordingly, Thalahena has the highest capacity strength and the second lowest vulnerability strength. Also, Kapungoda has the highest vulnerability strength with the lowest capacity strength. Unemployment rate of 18% and education level below ordinary level of 14%, were the two key factors to be addressed

seriously in terms of enhancing capacities and decreasing vulnerabilities of Negombo DS. Providing information for policy developers is also important as lack of proper drainage system in Negombo DS was 96%, especially in proper land use planning and development. Statistical analysis revealed a moderate positive relationship between Infrastructure and Educational level, Technology vs Age Range, Cope up vs Age Range and Cope up vs Educational Level. A positive weak relationship between wealth vs Educational Level, Technology vs Educational Level and Information vs Status and also a very weak negative relationship between Awareness vs Gender and a very weak positive relationship between Information vs Educational level and Institutional vs Educational level were identified.

Keywords: Capacity, Vulnerability, Coastal hazards, Gender, Disaster

FACTORS AFFECTING COACH LEADERSHIP BEHAVIOURAL STYLES AND TEAM SUCCESS: THE MEDIATING ROLE OF COACH LEADERSHIP BEHAVIOUR

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The main purpose of this study is to determine if coach leadership behaviour serves as a mediator between factors affecting said leader behaviour and team success in sports. The research data were obtained from one hundred and sixty (n=160) athletes who participated in inter university games with special reference to Western Province in Sri Lanka. Team sports considered included, hockey, basketball, volleyball and Elle. Revised Leadership Scale for Sports questionnaire (RLSS) was used to access the coach leadership behaviour and a modified questionnaire was used to access the factors affecting to it and the team success. The method used to collect data was cross sectional. SPSS version 16.0 was used for data analysis. Methods used to analyse data were General Linear model and Multiple Linear Regression. The Cronbach's alpha obtained

with the present sample was 0.891. Appropriate correlations with theoretically linked constructs demonstrated criterion and concurrent validity. The results revealed coach leadership behaviour as a mediator of the relationship between and factors affecting to coach leadership style and team success suggesting that factors affecting to coach leader behaviour may enhance coach behaviour in the task of successful performance. Mediating effect was first tested through the calculation of path coefficients and further the Sobel's test was conducted to validate the previous results.

Keywords: Coach leadership behaviour, Mediator, Sports, Team success

AN INTELLIGENT COST OPTIMIZED CENTRAL WAREHOUSE AND REDISTRIBUTION ROOT PLAN WITH TRUCK ALLOCATION SYSTEM IN COLOMBO REGION FOR LION BREWERY CEYLON PLC

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This paper is a case study based on Lion Brewery Ceylon PLC, Biyagama, which is a famous beer company and the market leader in Sri Lanka. Company outbound logistics has been considered in this research, and it is mainly focussed on the distribution and redistribution process in the Colombo region. A Centralized distribution strategy has been applied for the region under three ways in order to find an optimal location of new facility through determining a route plan with cost optimized truck allocation system. Current trucks were allocated to new roots and the purpose is to find a cost optimized distribution system. To find an optimal location, Gravity model was used and Hamiltonian cycle was used to find an optimal path between sub clusters. Lingo software was used to solve Hamiltonian

cycle problem and linear programming model solved using MS excel solver. According to the unit cost, linear programming model result was manually adjusted. Central warehouse capacity plan, cost comparison of existing model and proposed model, including milk run and the labour cost, have been embedded to this research. Finally, the author compared the total cost of centralized distribution with that of decentralized distribution and proved huge cost benefits/savings (21.8% savings) through centralized distribution.

Keywords: Cost optimization, Lion Brewery Ceylon PLC, Redistribution root plan, Central warehouse

ANALYSIS OF FACTORS AFFECTING PASSENGER SATISFACTION ON SERVICE QUALITY IN PUBLIC TRANSPORTATION IN SRI LANKA

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Public Transportation Service is outlined as a shared transportation service utilized by the overall public. Bus and Rail services play the most prominent roles as Public Transportation modes in Sri Lanka. Discrepancies in the quality of service provided by both the rail and bus services, has resulted in a model shift towards privately owned vehicles. The research is conducted in order to investigate the factors that affect the passenger satisfaction on service quality in public bus and rail transportation services and attempts to identify the necessary actions and improvements to uplift the level of passenger satisfaction towards public transportation service. Using a sample of 300 public transport users, the authors conducted an empirical study on a number of variables representing the service quality in public transportation. The study discusses about the SERVQUAL model in explaining about the passenger satisfaction. A questionnaire was designed based on the five SERVQUAL dimension; tangibles, reliability, responsiveness, assurance and empathy. Data

collected were analysed using Reliability Test, Descriptive Statistics Analysis, Factor Analysis, Chi-square Test for Association, Hypothesis test and Kruskal Wallis test. Results obtained show that the identified service quality factors affect the passenger satisfaction on Public Transportation. The study provides empirical evidence of the factors affecting passenger satisfaction on service quality in Public Transportation in Sri Lanka. The results would be beneficial for the public transport service providers to identify the gap between the quality of service demanded and the quality of service provided. It will also be useful to economists, law enforcement bodies and policy makers to create and implement new policies and strategies for further development of the public transport service. The study emphasizes the value of Public Transportation and the importance of its improvement for the development of the country.

Keywords: Passenger Satisfaction, Public Transportation, Service Quality

EVALUATION ON KEY FACTORS AFFECTING THE PROFITABILITY OF CARRIER TRANSPORTATION SERVICES FOR AUTOMOBILES: A STUDY BASED ON THE AUTOMOBILE CARRIER SERVICES FROM HAMBANTHOTA TO COLOMBO IN SRI LANKA

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Automobile supply chain is one of the pillar chains of operations in Sri Lanka. In the current context, the paper proposes counter measures from the core entrepreneurial level in order to evaluate key factors affecting the profitability of carrier transportation services for automobiles. The scope of the study is compressed and focussed on the ongoing carrier service operation originating from the Hambantota port to its destination from Colombo metropolitan area. The study elaborates the complex practical aspects of key variables which are correlated to the chain profitability; the research initially strives to identify a hierarchy of general parameters through literature. It constitutes a decision making algorithm for major stakeholders of the supply chain, which gives rise to measures for unforeseen, disincentive circumstances. Being a lucrative venture in transportation, vehicle carrier service is extremely sensitive in safety measures along with the engagement of high value cargo.

Quandary between customer satisfaction and profitability has raised concerns in service providers. Implications of the skilled human factor are immeasurable whilst aspects of modern technology reflect a major revival on the bottom line over the rivals in the market. The crucial necessities related to service quality and value additions via an appropriate professionalism interact the client for high volumes. Trivial circumstances might claim a vast disturbance whilst hindering the operational coherence of transport networks. Accordingly, the insight of this study enhances the traditional perspective to pure moderate era that demands greater flexibility and responsiveness amongst the profitability competition. This study comprises of an aggregate of practical proposals derived through the outcomes.

Keywords: Transportation, Profitability, Automobile Supply Chain

AUTOMATION OF SRI LANKA'S DOWNSTREAM PETROLEUM INDUSTRY SUPPLY CHAIN MANAGEMENT OPERATIONS

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Ceylon Petroleum Storage Terminals Limited (CPSTL) is the entity responsible for handling 90% of the storage and distribution of the country's fuel requirement. This encompasses providing ERP, Laboratory and tanker operations services for the entire industry. The bulk products are received as either imported finished products from oil tankers or refined products from the CPC Sapugaskanda refinery. The product ordering process has been carried out manually at the 'Stock review meeting', which is a forum constituting of petroleum industry stakeholders, representatives from Ceylon Electricity Board and Department of Meteorology. Various factors are considered for the bulk product ordering process. The bulk product ordering related decisions are reached based upon the manual forecast and analysis. In order to streamline the decision making process and to provide real-time information, the process automation is implemented. SAP ERP system is being utilized to automate various factors that

are being considered for the above mentioned decision making process. The system will provide real-time information regarding the stock levels, sales, storage tank ullage etc. Several manual processes utilized earlier are being automated to facilitate the speed and availability via the ERP system, such as the tanker programme and the refinery production plan. The system gathers all factors related to bulk product replenishment and forecasts the future consumption and bulk product availability levels on both historical and real-time information. The decision taken at the forum can be implemented via the system by generating the tanker programme for future months and initiating purchase orders. The operations performed after tanker arrival such as offshore operations, laboratory reports, tanker outturns are automated via the SAP ERP system.

Keywords: Forecasted consumption, Downstream petroleum industry

APPLYING SIX SIGMA METHODOLOGY TO REDUCE THE LEAD TIME OF SERVICE PROCESS; A CASE STUDY BASED ON VISA PROCESS AT CATCH MY TOUR PVT. LTD.

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Business organizations make an attempt to apply many strategies to enhance the productivity by improving the process to face changes in the modern competitive market. Six sigma methodology is one of the strategies that can be applied to improve the process by reducing the variation in process. It can be applied to both manufacturing as well as to service sector. This study makes an attempt to address the lack of research on applying Six sigma to service sector in Sri Lanka. The main objective of this study is to apply Six Sigma methodology to reduce the lead time of VISA process services in air ticketing service companies to increase the quality of the service. This study was conducted based on Catch my tour Pvt. Ltd Wellawatta. To achieve the study objective, primary data were collected by using the direct observation method. 30 Malaysian VISA application processes were considered

as the sample of the study. Six Sigma DMAIC Process was used as the methodology to reduce lead time of the Malaysian VISA process in the considered organization. Statistical regression analysis and statistical quality control charts and other statistical tools under DMAIC process were used to analyse the data. Results revealed that the lead time of the Malaysian VISA process was reduced from 17 days to 9 days after applying Six Sigma Methodology in Catch my tour Pvt. Ltd Wallawatta. It is clearly highlighted that it is able and suitable to apply Six sigma methodology in the service sector to reduce the lead time of a service process and to improve the quality of the business to address the customer's requirement of a speedy service.

Keywords: Six sigma, Air ticketing, Lead time

A MECHANISTIC PROBABILISTIC MODEL TO ESTIMATE TRUCK OPERATION COST

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Truck operations cost is the major cost element in the total supply chain for a better service. In relation to such situations, estimation of the truck operation cost has become a main factor in making important decisions. Considering the truck fleet of a company and its operations, a method of estimating the truck operation cost was developed. The Mechanistic Probabilistic Vehicle Operation Cost Model (PVOC) was used to estimate the truck operation cost of 6-wheel trucks and 10-wheel trucks using fuel cost, tire cost, maintenance and repair cost, oil cost, capital depreciation cost, Insurance cost, operator wages and labour cost. The PVOC calculates the

probabilistic estimate of truck operating costs, including expected value and the associated uncertainty of the estimate for a selected sample. Methods were developed for measuring the identified variables. Service life of the vehicle was found to be the leading variable that makes greater variation in the truck operation cost as per the deterministic sensitivity analysis. As resulted by the model, the truck operation cost of a 10-wheeler is 60.505-99.126 rupees per km while the 6-wheeler cost is 26.876-59.598 rupees per km.

Keywords: Truck operation cost, POVC, 10-Wheelers, 6 Wheelers

POTENTIAL APPLICABILITY OF JUST-IN-TIME TO IMPROVE PROCUREMENT EFFICIENCY REFERENCE TO SRI LANKA NAVY

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The Sri Lanka Navy (SLN) is required to be equipped with resources through new acquisitions whilst upgrading the inventory in hand. However, acquisitions are challenging as there are many constraints in spending government funds in peace time operations. Therefore, this paper aims to identify factors relevant to procurement efficiency in SLN. The research choice is the mixed method as quantitative and qualitative aspects of the research variables were to be investigated. The primary data were collected through surveying randomly selected procurement files during the year 2017 at the foreign procurement division relevant to engineering spares and through a structured questionnaire responded by SLN officers in technical and logistics branches sampling 120. A quantitative analysis was carried

out by using descriptive statistics through multiple regressions and factor analysis. Qualitative data were analyzed by contents analysis. According to the findings, the procurement efficiency is affected by the Duration of approval, Post tender duration, Duration prior to initiation of purchase, Verification of specifications, and the Duration taken by Evaluation Committee. The study concludes that 'Just-in-Time' purchasing is to be implemented to improve the procurement efficiency in SLN.

Keywords: Just-in-Time, Decision Making, Purchasing Regulations, Stakeholders Performance, Specifications

IDENTIFICATION OF FACTORS AFFECTING WAREHOUSE EFFICIENCY IN APPAREL INDUSTRY

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Warehouse activities are now becoming the midpoint of importance to ensure the effective storing, handling, receiving of goods in manufacturing firms efficiently. Therefore, this study was conducted to identify the factors affecting warehouse efficiency in apparel industry. The scope of this research is limited to the apparel firms in the Western Province in Sri Lanka. A quantitative research approach based on questionnaire survey was conducted for this thesis. A factor analysis was conducted to identify the factors affecting the warehouse efficiency in

apparel industry. In this research, primary data were collected from 200 respondents using a structured questionnaire, and 25 independent components were identified through past literature review. Data were analysed by using the SPSS version 17. It was found that there are six factors which affect the warehouse efficiency, namely, quality, warehouse planning, productivity, and inventory control, cost, and labor satisfaction.

Keywords: Apparel industry, Efficiency, Logistics and Supply Chain, Warehousing

A STUDY ON THE EFFECT OF ONLINE SYSTEM OF SRI LANKA CUSTOMS ON SHIPPING LINES' SATISFACTION

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Sri Lanka Customs performs a vital role in the country. The functions performed by them include the collection of government revenue as customs duty and other levies on behalf of a number of other government authorities and further the securing of national airports/seaports in relation to the export and import of both commercial as well as personal goods. With the introduction of the new online system, due taxes for imports and exports are collected by way of processing Customs declarations submitted to the ASYCUDA system. The purpose of this study is to identify the effect of the new online system on customer satisfaction. Primary data were collected via a questionnaire survey. The sample size used was 30 shipping lines and agents. The purposive sampling method was used to select the sample to include larger shipping lines. The questionnaire consisted of fifteen questions covering five main factors. The SERVQUAL model was used to measure the service quality. The questionnaire

included a Likert scale consisting of five options to obtain the responses. Respondents for the questionnaire were employees who were using the online system. During the analysis the KMO and Bartlett Tests were used for the evaluation of reliability and the SPSS statistical software was used to conduct the analysis. The correlation was analyzed using Kendall's Tau-band Spearman's rho tests. As per the findings, the online system's reliability, responsiveness and tangibility have a positive and strong effect on the satisfaction of shipping lines, while assurance and empathy have a negative effect on shipping lines' satisfaction. Therefore, as recommendations, the features relevant to assurance and empathy should be enhanced in order to boost the customer satisfaction of the Online Customs system.

Keywords: Online Customs system, Shipping lines, Customer satisfaction

FACTORS AFFECTING THE DEMAND FOR THREE WHEELERS: SPECIAL REFERENCE TO THE PERCEPTION OF PASSENGERS

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Three wheelers play a significant role in the transportation sector in Sri Lanka. The selection of this topic is highly influenced to the current situation of Sri Lanka where we can see a large number of three wheelers on road. It is clearly evident that there is a rapid growth in three-wheeler population from one year to another. Statistical reports of the Department of Motor Traffic Sri Lanka show that there is a more than 65% of the growth from the year 2014 to 2015, which compels the government to restrict the importation of three wheelers. Therefore, this research was conducted to identify the factors contributing to a high demand for three wheelers. Colombo metropolitan area was selected as the sample because it consists of a large population, large working crowd, congested travel area and

inadequate parking facilities. Under random sampling technique, the questionnaire was distributed among more than 500 passengers. After testing the reliability of the data set, a factor analysis was run to identify the most influential factors contributing to the demand for three-wheelers. Finally, it was concluded that passenger behaviour, quality of service, transport sector variables, infrastructure and policy making are heavily influential on the demand for three-wheelers.

Keywords: Three Wheelers, Demand for Three Wheelers, Factors Contribution for Three Wheelers

A PALIMPSESTUOUS READING OF SHEHAN KARUNATILAKA'S *Chinaman* – POWER DYNAMICS OF THE PALIMPSEST OF SRI LANKAN ENGLISH

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The present study is an attempt to devise a combined approach towards reading Sri Lankan English literature that takes into account both socio-linguistic and thematic concerns of the cannon. In this context, the study holds the literary medium of Shehan Karunatilaka's *Chinaman: The legend of Pradeep Mathew* as a palimpsest, whose linguistic stratification signals a discord between the novel's linguistic content and its political worldview. Here, the study situates Sri Lankan English within the linguistic ecology of Sri Lanka and observes how different socio-political and socio-linguistic voices inhabit and inhibit each other in constructing the palimpsestuous texture of Sri Lankan English. These observations are

in turn compared with the novel's commentary on national (dis)harmony. This content analysis is conducted by applying Chantal Zabus's theorization of "relexification" which conceives postcolonial Anglophone writing as a palimpsest, and Sarah Dillon's theoretical insights into "palimpsestuous reading" that observes the way different layers of a palimpsestuous text interact with one another in constructing that text. The study observes how the power dynamics that inform the literary medium of "*Chinaman*" may contradict the novel's political worldview that promotes an inclusive national consciousness.

Keywords: Sri Lankan English Literature, *Chinaman*, relexification, palimpsestuous reading

THE INTERDEPENDENCE OF GENDER, SEXUALITY, ETHNIC AND CLASS BINARIES IN SHYAM SELVADURAI'S *Funny Boy* AND *Cinnamon Gardens*

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Shyam Selvadurai's novels have contributed significantly to Sri Lankan English literature. The author highlights sensitive areas such as gender, economic classes and racial issues as well as subjects considered as taboo in Sri Lanka, such as sexuality. The author's portrayal of characters and issues in *Funny Boy* (1994) and *Cinnamon Gardens* (1998) are therefore essential in the analysis of his subject matter. Set against the ethnic riots of 1983 and the pre-independent Ceylon respectively, the texts highlight gender, sexual, racial and class issues of the times. Existing research presents gender and sexuality of *Funny Boy* and *Cinnamon Gardens* in the light of power structures and networks of power. Moreover, critics argue that these power structures are constructed as binary oppositions. However,

these binaries highlight the power structures in antagonistic perspectives. Nevertheless, reading closely, the two texts exemplify the interdependencies of these binaries in their exercise of power. Therefore, this study focuses on the interdependence of the binary power structures according to the portrayal of gender, sexuality, ethnicity and class of the two texts and the two eras in concern. A variety of literary theories have been used to expose the binaries and to show how certain aspects of these theories will be challenged as the binaries are viewed in the light of diversity and interdependence.

Keywords: Sri Lankan Literature, Shyam Selvadurai, Binary Oppositions

THE SYMPTOM OF SITUATIONAL CONSCIOUSNESS IN THIRD-WORLD LITERATURE: EXPLORING SALMAN RUSHDIE'S *Midnight's Children*

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This study claims that Fredric Jameson's (1986) situational consciousness is prevalent in Salman Rushdie's *Midnight's Children* (2006) to the extent that it is identified as a 'symptomatic deadlock' (Žižek, 1994) from which the postcolonial subject cannot escape in its journey towards liberation from the "colonial project" (Homi K. Bhabha in Upstone, 2007, p.261). This perpetuates the Hegelian 'Master-Slave dialectic' (Hegel, 1977) even today in the third-world, years after Independence. Using content-based analysis of Rushdie's novel and Jameson's article, authors also argue that though Jameson's theory is valid to a certain extent, he fails to consider Gandhian ideology in theorization, for it is Gandhi who understands the symptom, what perpetuates

the Master-Slave dialectic and proposes a universality that in its reaction is non-violent in the decolonization process. Jameson's failure to capture the non-violent, reactionary politics of the national allegory in the situational consciousness contests his stance that the only possible reaction in third-world literatures is reactionary violence. As evidence against Jameson, Rushdie's novel ends with a contemplating Saleem, who is composite of what has happened to India as a result of colonialism, and it embodies this Gandhian universality; the very idea that Jameson's discourse seems to ignore.

Keywords: Situational consciousness, Symptom, Third-world literature, Symptomatic deadlock

POWER AND DISPLACEMENT: EN ROUTE TO FEMALE EMPOWERMENT

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Empowerment and liberation are frequently associated with women portrayed in literature. In a significant body of literature in English, the acquisition of female liberation is depicted as a result of displacement. 'Displacement' is defined in this paper as 'leaving one's own socio-cultural context in search of liberation'. This article explores the meaning of empowerment, in the context of its "root-concept": gaining power and the varied definitions - depending on the context of the individual trajectories of protagonists. This article attempts to contest the dominant notion of attaining liberation through displacement as portrayed in the selected literature. The novel 'Jasmine' by Bharati Mukherjee, an Indian diasporic writer, will be scrutinized as a background study. The short story, 'A Bird of Paradise' written by a Sri Lankan diasporic writer, Chithra Fernando, will be juxtaposed against 'Jasmine' to prove that displacement does not always bring about empowerment as shown through Rupa's quest for liberation through displacement. This article also highlights the interdependencies, tensions, societal norms and expectations, as well as obligations as depicted

within the world of the story. The short story, 'The Breast Giver' written by a Bengali Indian writer, Mahesweta Devi, is analyzed alongside this text to show that although 'Jashoda' does not leave her own socio-cultural context, she gains mobility from the periphery of the socio-cultural circle to the centre. However, her liberation is rather superficial as her attempt to gain agency further ensnares her; this provides the medium for my secondary argument regarding varied definitions of 'female liberation.' I argue that 'female liberation' is not always brought about as a result of displacement and that 'empowerment' can have different meanings to different individuals dependent on their personality, educational background, cultural influences, family structures and the larger socio-cultural contexts. In conclusion, this paper will critically challenge the belief that female liberation is achieved through severing one's bonds and leaving behind one's obligations while contributing towards reframing the perception of empowerment in order to move beyond 'catchphrases'.

Keywords: Empowerment, Liberation, Literature, Displacement

ASSESSING THE COMPOSING COMPETENCY OF ADULT SECOND LANGUAGE LEARNERS ENHANCED THROUGH INCREASED SELF-CONFIDENCE DURING PORTFOLIO BASED LEARNING

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Writing being a language skill hard to acquire, but essential for academic success, identifying the learner attitudes towards it is important. This study is devoted to investigate the possibility of developing the writing process through portfolio based learning to raise learners' self-esteem during a fifty-hour writing course. Ninety-six first year undergraduates of the Faculty of Technology, Wayamba University participated in this. The learners produced ten paragraphs of different structures and revised the first drafts on a computer based on the teacher feedback which comprised of both direct corrections and indirect clues. The brainstorming exercises, paragraph outlines and first and second drafts were placed in a portfolio, and the learners were asked to reflect on the process and feedback every time they attempted the next paragraph. The same questionnaire designed to identify the learner

attitudes towards writing was administered both prior to and after the treatment to measure whether there was an improvement. The Wilcoxon Signed Rank Test was applied on six questions that focused on writing skills such as the ability to generate ideas, organize ideas, support them with appropriate and interesting examples, write fast and accomplish a task within a given time. The p value of 0.00 ($P < 0.05$) revealed that there was a statistically significant improvement in composing competency in their perception. Moreover, the learners' thoughts on portfolio writing were extremely positive, and could be coded as 'interesting, skill enhancing, confidence building, beneficial, and supportive for future purposes, proving the self-directed approach to portfolio writing to be quite productive.

Keywords: Direct Feedback, Indirect Feedback, Composing Competency

QUANTITATIVE STUDY ON THE STUDENTS' PERCEPTIONS ON THE EFFECTIVENESS OF USING GROUP WORK AS A TEACHING STRATEGY IN REDUCING SPEAKING ANXIETY

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Language anxiety is one of the main hindrances for second language learners in English as a second language (ESL) classrooms. Most of them express their anxiety of the language in different forms, to the extent that students simply refuse to speak in English which hinders them from successfully learning the language. This study 'was designed to explore on how far group work is effective in mitigating speaking anxiety. Anxiety is considered a complex and multi-faceted psychological phenomenon by past researchers and they have suggested the use of different perspectives and approaches to investigate this phenomenon. Primary data was collected using 50 questionnaires distributed at the pre and post stage. Teaching strategy was

applied in the post stage. The findings suggested that group work helped in alleviating and reducing the speaking anxiety felt by ESL learners and encouraged them to use the second language. At the post stage students showed considerable improvement in their willingness to speak and participate in different tasks and activities in their second language classroom. Through the findings, the researcher was able to recommend strategies to teachers that would help alleviate speaking anxiety felt by second language learners by helping them to be less self-conscious and to strengthen confidence.

Keywords: Language anxiety, Speaking anxiety, Teaching strategy

IMPROVING ORAL PRESENTATION SKILLS IN UNDERGRADUATES THROUGH CONSTRUCTIVE CRITICISM (AS A BI-PRODUCT OF SCAFFOLDING)

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English is a global language at present and it is considered the key to knowledge, information, communication, technology, travel, trade and business (Turmapang, 2012). As there is a continuous rise in the unity of people in the globe, knowing one common language has become a necessity as a communication tool. As a result, in Sri Lanka, English is recognized as a key to employment opportunities and recognition in society. Therefore, graduates from local state universities are expected to be equipped with right knowledge, technical skills and most importantly communication skill competence and interactive skills in English. Further, to be employed in a well-paid, study-related job in the private sector, graduates are expected to be proficient in their communication and presentation skills in the English language. However, it is significant that even though Sri Lankan students begin learning English as a subject from Grade 3 onwards and

English is used as a medium of instruction in most of the courses at Sri Lankan universities, it has been identified that their English speaking confidence, performance and willingness to communicate remain inadequate in undergraduates. Thus, this research aims to find out a way to overcome speaking apprehension in undergraduates and enhance their oral confidence through constructive criticism as a means of scaffolding. This is used as a technique evolving from Bruner's Scaffolding Theory. A stratified sample of 39 Engineering undergraduates were used in this experimental research. A mixed approach was used. The positive impact brought out from constructive criticism provided to undergraduates as feedback is identified as an effective method to enhance oral confidence and presentation skills in English.

Keywords: Scaffolding, Constructive Criticism, Oral Presentations and Skills, EMI

CRITICAL REVIEW OF LITERATURE ON GIVING CORRECTIVE FEEDBACK IN TESOL SESSIONS

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Giving corrective feedback in classes has widely been discussed in Second Language Acquisition focusing on the requirement of the feedback and the types of feedback based on the time and the purpose of providing them. The relevant literature has identified six types of feedback: explicit correction, recast, clarification request, metalinguistic feedback, elicitation and repetition. These are categorized mainly into two groups: explicit feedback and implicit feedback. It is believed that both types have their own advantages and disadvantages. This paper first highlights the difference between explicit and implicit feedback prior to critically evaluating the advantages and disadvantages of both taking

the research finding into account. The discussion of explicit and implicit feedback as corrective feedback methods still leaves questions with the classification of feedback types as 'explicit' and 'implicit'. The discussion of research findings indicates that explicit feedback has an edge over the implicit feedback based on the benefits that they bring to second language learners. SLA theories also support the effectiveness of explicit feedback over implicit feedback. The empirical studies highlight that metalinguistic feedback is more useful than implicit methods such as recasts.

Keywords: Feedback, Implicit, Explicit, Metalinguistics

THE NEED FOR INSIDER PERSPECTIVE IN LANGUAGE CODIFICATION: A STUDY IN RELATION TO SRI LANKAN ENGLISH CODIFICATION

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Defined as the “language used by Sri Lankans who choose to use English for whatever purpose in Sri Lanka (Gunsekera, 2005, p. 11), Sri Lankan English (SLE) is gradually accepted as a newly institutionalized variety of English, with its unique phonological, morphological lexical, and syntactic features. SLE vocabulary has been identified as one of the most prominent features of Sri Lankan English’s unique linguistic identity (Gunsekera, 2005; Meyler, 2007). Among the limited number of efforts in codification of SLE vocabulary, Michael Meyler’s ‘A Dictionary of Sri Lankan English’ could be considered the most elaborate. Although the publication of the book is one of the most important milestones in the field of SLE vocabulary studies, certain drawbacks were identified, including the lack of nuanced understanding of the socio-linguistic circumstances of the language on the part of the codifier and the seemingly biased data collection method which seem to exclude the lexical usages of other less prestigious varieties of SLE. Therefore, the research gap is identified to be the lack of an insider perspective on the codified

vocabulary of SLE, where an insider who speaks English as their second language and/or bilingual in English and Tamil or Sinhala could utilize his/her nuanced socio-linguistic understanding of first and second language varieties (Sinhala and Tamil) to provide affirmation of the authenticity and accuracy of codified vocabulary of Sri Lankan English. Thus, the present study applies the theories of positionality and reflexivity in providing a detailed reflexive analysis of the lexical items included in Meyler’s dictionary, in order to provide a subjective analysis of codified lexical items in the dictionary. The researcher will investigate to what extent the codifier has done justice to the meaning of a lexical item, accuracy of the meaning and recorded usages, possible alterations to the meaning, socio-cultural nuances associated with the lexical items, alternative usages and also the ability of the lexical item to show the language of other speech communities with less power and prestige.

Keywords: Sri Lankan English, Insider Perspective, ‘A Dictionary of SLE’, Language Codification

INFLUENCE OF PUSH AND PULL TRAVEL MOTIVATIONAL FACTORS ON INTERNATIONAL TOURISTS' RE-VISIT INTENTION TO GALLE IN SRI LANKA

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Tourism plays a dominant role in Sri Lanka and tourism industry is considered as a major foreign currency earner in the economy. Hence, International tourists perform the most prominent role in the country. However, when compared with the other South East Asian region countries, Sri Lanka has not yet tapped into its full potential in the global market. Hence, tourism industry should pay more attention to explore the reasons why people travel and what are the motivational factors to travel in order to increase the tourists' arrivals, earnings and global market share. Motivation is one of the main concepts that is used to interpret the behaviour of an individual's travel and it is related to the reason why people travel. In tourism research, this motivation concept is classified into two forces as push and pull factors. The main objective of this study was to identify the influence of this push and pull motivational

factors on international tourists' revisit intention. A sample of 100 international tourists was randomly selected from the Galle tourism zone, which is the most favoured tourists' destination in Sri Lanka. Both primary and secondary data were used for this study. According to the results of the descriptive statistics, rest and relaxation were the most important push motivation factors and beautiful natural scenery and landscape were the most important pull motivational factors. Results also revealed that, the international tourists were motivated to visit Galle by its pull factors such as good physical amenities, warm and sunny weather and beautiful natural scenery and landscape.

Keywords: Push and Pull Travel Motivation, International Tourists', Revisit Intention

A STUDY ON AWARENESS OF CYBER SECURITY AMONG PRIMARY TEACHER TRAINEES IN ADDALAICHENAI GOVERNMENT TEACHERS' COLLEGE

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Cybercrime is on the increase everywhere in the world. A large number of people have become victims to this crime. It has affected not only the dealer, but also teachers and students to a great extent. Small children are now using the Internet very often. They can also be victims. In this context, the primary teachers who are teaching small children in schools have more responsibility in educating them about cybercrime and cyber security. The present study was conducted to investigate cyber security awareness among primary teacher trainees studying at Government Primary Teachers College, Addalaichenai. A normative survey method was adopted on a

sample of 200 Primary teacher trainees selected by stratified random sampling technique. The data were collected by using Cyber Security Awareness Scale and Personal Information Schedule. The major findings of the study reveal that there is a low level of awareness among primary teachers on cyber security. Further, there are significant differences in cyber security awareness among Primary Teacher trainees with respect to gender, locality, knowledge of computer, and having own computer.

Keywords: Awareness, Cyber Security, Teacher Trainees

TRADITIONAL TECHNIQUES OF DYEING TEXTILES WITH NATURAL DYES: A CASE STUDY OF SOUTHERN PROVINCE IN SRI LANKA

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Dyeing with plant-based extracts has a long tradition in the world. The desire for more bright and stable colours can be seen as one of the strong driving forces in the historical development of natural dyes. Today, synthetic dyes and heavy metal mordants have been identified as serious threats to human and environmental health. Therefore, a new era has come to look back on ancient values and customs. The objective of this study is to find a reclaimed system of dyeing according to ancient natural dyeing of Sri Lanka. Survey was based on the employees of the Southern Province hand loom industry. Mode of collecting the data was through personal interviews and telephone survey. Data were tabled according to colour, dye substances, and mordant. It helps to compare data and make links in-between. Analysis of data was developed

by writing summaries of what have been found and that leads to discussion and conclusion. The survey explores thirteen hues of colours including blue, green and turquoise shades. Seventeen kinds of plant-based extracts have been explored for different usage. Mordants and colour fastness which are based on extraction of plants have been successfully practiced through ages. This survey shows positive attitudinal practices as beginning a groundwork of good practices, move away of from a dependency on a few dye substances and developing a list of dye techniques with rich cultural traditions and all show the range of skills and resources that are available to us.

Keywords: Natural dyeing, Traditional practice, Southern province of Sri Lanka

INFLUENCE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF ADVANCED LEVEL STUDENTS IN SRI LANKA

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Social Media is only an electronic communication between human. Unfortunately, it has become an addiction for all. Heavy social media usage could increase questions about whether academic performance is affected. The impact of social media can either be good or bad on General Certificate of Education Advanced Level (GCE A/L) students and in their academic activities. This paper examines the usage of social media websites among students who sat for GCE A/L examination in Sri Lanka from 2012 to 2016 and its influence on their academic performance. We intended to find the significance of the use of social media by GCE A/L students in their academic activities with the help of a survey

conducted to collect the data among more than 250 participants of different Universities, schools, and other institutions in Sri Lanka. The Z-score was used to measure the academic performance. Findings of the study recommended that the social media should be used for educational purposes to improve academic activities, and students should be examined by parents to see their social media usage. This will help to create a balance between social media and academic activities of students and will avoid drawbacks in their academic performances.

Keywords: Social media, Academic performance, Social media usage

PSYCHO-SOCIAL FACTORS ASSOCIATED WITH SRI LANKAN WOMEN SEEKING EMPLOYMENT IN MIDDLE EAST COUNTRIES AS HOUSEMAIDS

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Sri Lanka is known to export female migrant workers as housemaids. Increasing evidence shows this phenomenon leads to abuse of migrant females in host countries and adversities to their children at home. This study was carried out among 200 Sri Lankan women seeking foreign employment as house maids at the Foreign Employment Bureau. Data was collected using a self- administered questionnaire and analysed using SPSS 16 version. Ethical clearance was obtained from the Ethics Review Committee of University of Sri Jayewardenepura. Majority (44%) of the sample was between 30-39 years and 72% were Sinhalese. Only 15.5% have completed secondary education. Married proportion was 60% and husband's income was less than LKR 10,000 among 77% of this married group. 98.9%

husbands had some form of substance abuse. Majority of the sample said they seek foreign employment to fulfill financial requirement but 30% said the reason for going abroad was harassments by husband and relatives. Of 123 children of these women, 87 (71%) were below 20 years and were not economically active. As a whole, women seeking foreign employment as housemaids have poor education and income. Whereas in married sample, majority had dependent children and suffered substance abuse of their husbands. Hence interventions should focus on strengthening these women and husbands to be employed locally.

Keywords: Females, Psycho-social factors, Middle East Countries

BUDDHIST PRACTICES IN REHABILITATING WAR-AFFECTED CHILDREN: A SOCIOLOGICAL STUDY OF HOW BUDDHIST PRACTICES CONTRIBUTE TO THE REHABILITATION OF WAR-AFFECTED CHILDREN IN SRI LANKA

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The purpose of this paper is to examine the role that can be played by Buddhist practices in the overall scheme of rehabilitation and reconciliation of war-affected children in Sri Lanka. After 1970, more research paved way for the inclusion of social aspects in psychiatric rehabilitation. Some of the strongest socio-contextual features considered under this approach include religious and traditional beliefs, family relationships and education. In light of these insights, the main intention of this paper is to discuss the ways in which religion, especially Buddhist practices, can be used in order to heal 'war-affected' children in Sri Lanka. In order to examine this, one rehabilitation programme, which mainly used Buddhist philosophy and practices in the Vavuniya district in Sri Lanka

was selected. In this research, qualitative research method was employed and data collection tools included observations and interviews. The key informants/ interviewees were the programme leaders and staff, 20 children who are currently in the programme and five members including the parents of children, community leaders and schoolteachers. This study reveals that despite the practical issues concerning social/ religious rehabilitation, it nevertheless generates new insights on the rehabilitation activities of war-affected children. Mainly religious-based practices work as alternative mechanisms for the dearth of professionals in the psychiatric field.

Keywords: War-affected children, Rehabilitation, Buddhist practices

SOCIAL AND PSYCHOLOGICAL DIMENSIONS OF QUEER REPRESENTATIONS IN INDIAN CINEMA: AN INTERPRETATIVE ANALYSIS

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There are many subject matters that are concealed under the veils of invisibility and ignominy by the society and the issues revolving around sexuality and gender rightly qualifies under this category. Such is the overwhelming presence of stigmatization around the topic that any analytical study attempted on it opens up another Pandora's Box of troubles owing to its spillovers into other quarters of the society. India too is not an exception from this social set up where heterosexuality is viewed as the only form of organizing sexuality invisibilising all the other categories i.e. homosexuality, transgender, etc. which does not fall in the normative one. Protests against such essentializing tendencies have taken various forms within the sub-continent. In this paper, focus was on one of the most influential tools of resistance, i.e. cinema. Research was proceeded in doing this by taking the cases of a few movies and analyzing its impact on fulfilling the larger objective of bringing about inclusiveness

in the society. The conceptual framework of this research is designed to evaluate the subject matter through a qualitative research methodology which is mainly based upon secondary sources. While doing so, the research was started with an interpretative analysis of queer cinema in India and looked at the larger debate of queer theory in understanding its impact; it was also attempted to understand the larger queer movement in India and the role of cinema in it. Both social and psychological dimensions of representations of queer sexuality in the Indian cinema were used. Hence, on the basis of an interpretative analysis, a case for the presence of queerness in Indian cinema was made as the first stammering steps towards bringing about inclusiveness in the Indian society from a social and psychological perspective.

Keywords: Queer, Cinema, Representations, Heteronormativity

RESTRICTIONS IN LANGUAGE EDUCATION TOWARDS PERSONS WITH VISUAL IMPAIRMENTS: A STUDY ON ORTHOGRAPHY OF WRITTEN SINHALA

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It is observed that limitations towards persons with physical impairments by social conventions contribute crucially to disable them socially. As a conventional creation by its speech community, language has not been permitted to flee from this reality. Though the previous studies have paid considerable attention on language disorders, especially based on a biological view point, studies focused on restrictions towards persons with physical impairments by language are still inadequate. Hence, this study was carried out with the objective of identifying the limitations in language education towards Visually Impaired Persons (VIPs), paying special attention to orthography of written Sinhala. Here, the Researcher used several methods to collect information and data such as literature review (theoretical & empirical), Focused Group Consultation and also the Researcher's own experience. The study revealed two internal

causes and two external causes for the identified problem through analyzing the collected data and information. Internal causes are a) differences between spoken and written language: Incompatible nature of sounds and letters. b) Methods used in transcribing. External causes are a) the lack of understanding of teachers / lecturers on exclusive limitations in language education towards Visually Impaired (VI) students in their classrooms, lecture halls as well as at knowledge testing b) Meager assistance and guidance for language education by parents of VI students. At the end, the researcher makes several useful recommendations on the basis of results revealed through the study in order to mitigate regrettable issues facing VIPs due to linguistic limitations in the context of written Sinhala.

Keywords: Visually impaired, Language education, Restrictions

DETERMINANTS OF MOONLIGHTING OF TEACHING PROFESSIONALS IN SRI LANKA

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Moonlighting; holding two or more jobs by one individual has become a key feature in the current labour market in Sri Lanka. The majority of professionals moonlight due to financial motives, heterogeneity motives, flexibility motives or hours constraint motives. The main objective of this paper is to identify the determinants of moonlighting of teaching professionals in Sri Lanka. Teaching professionals recorded the highest rate of moonlighting among the professionals. The study uses two Labour Force Survey (LFS) data of 2015 and 2016, taken from the Department of Census and Statistics of Sri Lanka. It includes 2,705 observations on teaching professionals. Binary logit regression model was used for the regression with moonlighting as the dependent variable. The study revealed that moonlighting among teaching professionals increases with age at

a decreasing rate since opportunities are based on the experience. Male professionals have a high probability of moonlighting compared to females who face the triple burden of their productive, reproductive and social productive roles. Primary working hours make a negative impact on moonlighting hours. Increased literacy skills in Sinhala and English increase the probability of moonlighting. Being a school teaching professional has significant positive relationship with moonlighting compared to non-schooling teaching professionals. This might be due to hours constraint motive and the financial motive. Further, wage policies and the regulatory policies towards moonlighting would help to increase the efficiency of the education sector of Sri Lanka.

Keywords: Moonlighting, Education Professionals, Moonlighting motives

ANALYSIS OF DETERMINANTS OF THE PADDY PRODUCTION IN KANTALE AREA IN ORDER TO DETERMINE THE EFFECTIVENESS OF PADDY FARMING

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Paddy cultivation, is one of the major sources of Sri Lankan livelihood which has been providing opportunities for more than 1.8 million people in terms of food security and rural employment while the government is under constant pressure to endure the subsidy scheme for farmers where it will be affecting the return in industry. Based on the objectives of the research, the capital cost and labour cost pertaining to personal involvement for farming in Kantale area would be risky and compared to the rate of interest, paddy farming would be acceptable according to the return to scale, which is increasing and decreasing, where farmers should not expand more than the level, especially the bank loans due to interest rate for borrowers. But, farming is effective at small scale as self-employment. However, at the larger scale, it can be riskier mainly due to three reasons such

as the source of finance and the opportunity cost, natural environmental changes and market fluctuations with government subsidy with unfavourable policies while agriculture has inelastic demand, even at the harvesting period. Interpretation on Sri Lankan economy and its context, it is really significant to pay more emphasis on paddy cultivation which is heavily reliant on agriculture for overall growth. Sri Lanka is one of the developing countries that has under - invested in the development of rural areas and agriculture where the food crisis is moderately explicated by negligence due to the lower public interest.

Keywords: Cobb-Douglas production function, Return to Scale, Marginal Product, Output Elasticity, Marginal Rate of Technical Substitution

Poster
Sessions



TOURIST MOTIVATIONAL FACTORS THAT AFFECT TOURIST VISITING DECISION: A CASE OF SRI LANKA

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With globalization and open market policies of different nations, the movement from one country to another has considerably increased among people. Out of the most sustainable industries in the world, tourism industry has been showing a significant landmark over the years. There is a trend in the global market towards tourism industry as many people are currently looking for self-fulfilment needs over basic needs (Maslow's Hierarchy of Needs). Sri Lanka, with its natural beauty and peaceful environment within the local territory, possesses the geographical advantage over other countries. New development practices in modern Sri Lanka after 30 years of war provide good insights for foreigners to visit Sri Lanka. In this context the most important thing is to understand the reasons for choosing Sri Lanka over other countries and what exactly impact on their visiting decision. Therefore, the main objective of this study is to understand what motivates a foreign tourist to visit Sri Lanka and what motivates them on their visiting decision. This study will be based on push (Intrinsic) and pull (Extrinsic) motivation factors as they are the main driving motivational factors in

the tourism industry. The sample population for this study was 100 foreign tourists and they were selected from the departure section of the Bandaranaike International Airport. The data was gathered through structured questionnaire and the Statistical Package for Social Sciences (SPSS) was used to analyse the data. There were many surprising key findings of this study, and it was found that Sri Lanka is an emerging destination towards sightseeing, sports activities and other leisure activities. Findings clearly showed that the tourist who visits Sri Lanka has very little motivation to stay at hotels and get the comfort of the hotel. Staying and relaxing at the hotel is not that much strong motivational factor in the Sri Lankan context. The findings will help many sectors in Sri Lanka such as hotel industry, travel and tourism industry, sports and leisure management industry, event management industry, to incorporate good improvements to their tourism products.

Keywords: Tourist motivational factors, Tourist visiting decision, Sri Lanka

THE IMPACT OF TRANSACTIONAL CONTRACT FULFILLMENT ON ORGANIZATIONAL COMMITMENT IN SELECTED BANKS IN BATTICALOA DISTRICT

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Employees are the essence of success in every bank. In order to be successful, a bank must ensure the organizational commitment among the employees. Transactional Contract Fulfilment has been considered as one of the most important predictors of Organizational Commitment. In Sri Lankan context, a few empirical studies have been conducted with the relationship between Transactional Contract Fulfilment and Organizational Commitment of employees. So, there exists an empirical knowledge gap in the Transactional Contract Fulfilment and Organizational Commitment. Hence, this study attempts to fill this knowledge gap. This research is limited to the 12 Licensed Commercial Banks (LCBs) main branches in Batticaloa District. Total of 174 questionnaires were distributed among employees in banking sector in Batticaloa District. Only 150 questionnaires were received and used for analysis. The data were analyzed using

descriptive analysis, Pearson correlation and multiple regression analyses with the support of Statistical Package for Social Sciences (SPSS 19.0). The results show that the level of Transactional Contract Fulfilment and Organizational Commitment are in high levels in selected banks in Batticaloa District. Overall finding from this study identifies that there is a strong positive relationship between Transactional Contract Fulfilment and Organizational Commitment in selected banks in Batticaloa District. Lastly, the regression analysis between Transactional Contract Fulfilment and Organizational Commitment indicated that 27.1% of total variance of Organizational Commitment is explained by Transactional Contract Fulfilment in selected banks in Batticaloa district.

Keywords: Affective Commitment, Continuance Commitment, Normative Commitment

CAUSAL ATTRIBUTIONS OF PRODUCT HARM CRISIS AND CONSUMER MORAL REPUTATION TOWARD THE WOUNDED COMPANY – HOW DOES SOCIETAL DAMAGE MATTER?

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Despite the large body of research on product harm crisis, wide spreading crises in the global market place induce the study to investigate the matter through a new empirical angle, i.e., company's moral responsibility that reflects consumers' moral reputation toward the affected company. Societal damage significantly shapes consumers' moral reputation toward the affected company during product harm crises. Total 201 respondents participated in two crises grounds; company culpable and consumer culpable, in two cultures; China and Sri Lanka, showed that consumers' moral reputation toward the troubled company downgrades significantly during product harm crises regardless of the cause of the crisis. Perceived societal damage further downgrades the negative effect of company culpable crisis on consumers' moral reputation toward the troubled

company. Interestingly perceived societal damage was insignificant when a consumer himself culpable for the crisis. Further, the study showed that national culture significantly shapes consumers' moral reputational perceptions. Being consumers from a low uncertainty avoidance country, Chinese were morally disreputing the wounded company lower than their Sri Lankan counterparts. This study provides interesting theoretical and managerial implications in conjunction with future research directions for a sustainable marketing environment.

Keywords: Causative Dimensions, Moral Reputation, Perceived Societal Damage, Product Harm Crisis, Uncertainty Avoidance

ANALYSIS OF HEALTH AND SAFETY PRACTICES AFFECTING THE PRODUCTIVITY OF HUMAN RESOURCES IN THE APPAREL INDUSTRY IN SRI LANKA

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The apparel industry contributes a significant amount to Sri Lanka's economy and GDP. It is one of the fastest growing industries in Sri Lanka and it is a major employment generator. As it is relying highly on human capital, the productivity of employees is vital. For higher human resource productivity, there has to be a safe and healthy environment where hazards and accidents are eliminated or minimized. Therefore, it is important to identify the health and safety practices which affect the productivity of the human resources. Thus, the objective of this study was to identify the significant health and safety practices which affect the productivity of employees. Primary data was obtained through questionnaires. The sample of the study was selected based on judgmental sampling which is a non-probability sampling technique and large scale manufactures were selected. The respondents were team leaders, executives and

managers of apparel manufacturers. The sample size was 100. Four independent variables; investments on safety measures, personal protective equipment usage, training workshops and drills and the awareness of the employees were used and employee productivity was the dependent variable. Cronbach's alpha value of 0.818 was obtained. Factor analysis (Rotated Component Matrix) was carried out using SPSS. Three factors were identified and these three factors explained 78% of the variance of the dependent variable. The research identified three main health and safety practices which affect the productivity of employees; investments on health and safety practices, personal health and protective measurements and action for breach of regulations.

Keywords: Health and Safety Practices, Productivity, Investments, Training workshops and drills, Awareness

EMERGING OF ARMY BULK PETROLEUM RESERVE AS A CRITICAL SUPPLY CHAIN INFRASTRUCTURE IN SRI LANKA ARMY

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The present military logistics system would be planning in such a manner that military forces should be able to sustain the men and material for any type of war scenarios. Oil is the main energy source of all running equipment except few machines which are energized by electricity. Therefore, oil can be identified as the main energy source for any military logistics planning and the term oil has a broader meaning and petroleum represents as the main engine running energy source which can be further sub-divided as petrol and diesel. It is obvious that the military cannot be engaged in petroleum production, but petroleum is mostly required for the Army for maintaining their battle efficiencies in terms of battle tank movement including troops carrying vehicles. Nevertheless, the military forces should have a continuous petroleum supply either from selected sources or self-sustained schemes. Army Bulk Petroleum Reserve (ABPR) is a paramount

important factor for the military forces where it can be maintained as the first reserve of petrol and diesel stock when the regular supply would be cut off due to man-made or other disturbances. It is merely identified that the Sri Lanka Army does not maintain such an ABPR for consumption in uncertainties, and the main objective of this research is to identify the immediate operational requirement of maintaining an Army Bulk Petroleum Reserve in the Sri Lanka Army in order to fulfil the emergency fuel requirements and studying alternative petroleum procurement strategies available for the strategic level decision making process.

Keywords: Army Bulk Petroleum Reserve, Strategic Petroleum Reserve, Critical Infrastructure, Key performance indicators, Design of oil storage tanks

THE EFFECT OF ELECTRONIC WORD OF MOUTH ON BRAND IMAGE AND PURCHASE INTENTION: AN EMPIRICAL STUDY IN THE COSMETIC INDUSTRY IN SRI LANKA

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Word-of-mouth (WOM) has been recognized as one of the most influential resources of information transmission. Global cosmetics market is expected to garner \$429.8 billion by 2022, registering a CAGR of 4.3% during the forecast period 2016-2022. Cosmetics Market (makeup or beauty products) are a mixture of chemicals generally used to enhance the appearance or odour of the human body. Sun care, skin care, hair care, deodorants, makeup and colour cosmetics, and fragrances are some of the cosmetics products that are predominantly available and used by individuals. Retail stores including supermarkets, exclusive brand outlets, and specialty stores amongst others are the major distribution channels, with online channels gaining popularity among consumers. Therefore, emerging of the Cosmetic industry emphasis the important of the research and give motivations to conduct the research. Purpose of this research is to examine the impact of WOM on Brand Image and Purchase Intention. Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face validity and readability. The scales are evaluated for reliability, convergent validity, and discriminant validity

using data collected in a survey. A structural equation modelling procedure is applied to the examination of the influences of WOM on brand image and purchase intention. The research model was tested empirically using a sample of 203 respondents who had experience in Cosmetic products in Sri Lanka. The research found that WOM is one of the most effective factors influencing brand image and purchase intention of brands in consumer markets. The research outlines ways to promote a brand effectively through customer communities, as well as general tips for promoting a brand in a way to make their customers feel that they are a part of the particular brand. While there is a substantial research stream that examines the branding of consumer goods and an increasing literature on product brands, little is known about brand image in the context of online communications. This research provides valuable insight into the measurement of WOM, brand image, and purchase intention in the cosmetic industry and offers a foundation for future products.

Keywords: Consumer behaviour, Word of mouth, Brand image, Cosmetic industry, Purchase intention

KNOWLEDGE MANAGEMENT INVOLVEMENT IN IMPROVING HUMAN RESOURCE MANAGEMENT OF ORGANIZATIONS

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Human Resource Management is identified as essential for driving the human resource of any organization towards success. Since human resource managers possess the knowledge required to execute job functions and create new knowledge to do it better, Human Resource Management is a knowledge intensive process, and, thus, knowledge management practices should be involved in the process of improving Human Resource Management functions. This study was carried out investigating how knowledge management practices could be involved in human resource functions for a better implementation. Hence, a quantitative research was conducted along with a questionnaire distributed among human resource professionals, which resulted in many positives towards the importance of using knowledge management practices in their job functions. Five Knowledge Management practices were identified that could make an impact for Human Resource functions,

namely, knowledge creation, acquisition, sharing, storage and implementation. In the forms of brainstorming sessions, cross functional teams, regular meetings, databases, internal magazines, notice boards, special meet ups after training; knowledge sharing and storage have found to be required, considering the importance of sharing expert knowledge to perform the Human Resource functions better, as well as reusing best practices through proper storage of knowledge. Recent studies have also evidenced an increased interest towards the topic emphasizing that it would ultimately result in conducting Human Resource functions in a consistent and improved manner as a result of creating and acquiring best knowledge, which is then shared and stored across the company effectively.

Keywords: Human Resource Management, Knowledge Management, Knowledge sharing

THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION WITH REGARD TO DIVISIONAL SECRETARIATS

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The aim of the study was to measure the service quality levels of divisional secretariats and to analyse its impact on customer satisfaction. This study, further, helps suggest strategies for the quality of service offered by the divisional secretariats. For this study, the SERVQUAL scale used by Parasuraman, Zeithmal and Berry (1991) was used. Convenience sampling technique was adopted. 156 persons who are enjoying or have enjoyed the services of 4 divisional secretaries were the respondents for the questionnaires. Findings suggest that the service quality dimensions such as reliability, assurance, tangibility, empathy and responsiveness are contributing to the service quality of services of divisional secretariats and there are gaps between the customer expectation

and perception of the items under the dimension of service quality. Findings further indicate that service quality has an impact on customer satisfaction. There is a gap between the customer expectation and customer perception of the service quality in these divisional secretariats. Thus, whether one is a government servant or a public officer in a divisional secretariat, it is one's duty to improve the service of their divisional secretariats and further increase the level of service quality. The Government has to give all facilities to these divisional secretariats in order to further improve their quality of service.

Keywords: Service Quality, Divisional Secretariat, Customer satisfaction

DYNAMICS IN PRODUCTIVITY WITH THE INTERVENTION OF HUMAN RESOURCE MANAGEMENT (HRM): AN EXPLORATORY REVIEW ON MANUFACTURING INDUSTRY

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Dynamics in productivity with the intervention of Human Resource Management (HRM) was identified as a significant area in the manufacturing sector. Throughout the research history many studies have been launched related to this topic. Most of the previous research were focused on the dynamics in productivity with non-Human Resource (HR) factors with reference to both manufacturing and service sectors in the world. When it comes to the manufacturing industry, it is highly driven by the achievement of goals and objectives. HR is one of the key significant resources in achieving goals and objectives. There were six key objectives of this study. The archival method was adopted by the researchers. The review process covered the published research articles, published books and conference papers in HRM and productivity, which were published within the period of 1990 to 2017. Theories such as Systems Theory, Abraham Maslow's Hierarchy of Needs Theory, Frederick Herzberg's Two Factor Theory and Douglas McGregor Theory X and Y have been used in order to provide a sound theoretical framework. Effective launch of the HRM functions such as

HR Planning (HRP), recruitment and selection, training, remuneration system, system of appraisals, promotion and career advancement, disciplinary management, employee welfare and Human Resource Management Information Systems (HRMIS), enhance the organizational productivity. With the careful handling and effective usage of organizational factors such as leadership, team working behavior, organizational culture, empowerment, work environment and communication system, ultimately make a bigger contribution to enhance productivity. And, there is a significant mediating effect of motivation in enhancing the productivity. Personal factors such as attitudes, skills, knowledge, behavior, responsibility and interest have a significant effect on enhancing the productivity. Ultimately, based on the research findings, a model was developed for the future development and expansion of the research topic.

Keywords: Human Resource Management (HRM), Productivity, Manufacturing industry

A STUDY ON THE EFFECTIVENESS OF TSUNAMI WARNING SYSTEM IN SRI LANKA

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The Indian Ocean tsunami of 26th December 2004 was the greatest natural disaster ever to hit Sri Lanka. This is considered as the world's first Internet-mediated natural disaster as it got extensive coverage with the power of satellite and Internet technologies. However, the tsunami warning message did not reach the respective coastal communities on time, resulting in massive damage to people and properties. Even though no more tsunamis hit Sri Lanka again, a few early warning and preparedness measures have been taken. Tsunami warnings are generated from tsunami towers and these must provide accurate messages. And the system is supposed to work effectively and accurately to avoid causing panic and unnecessary disruption. The purpose of this research is to identify what factors must be

considered to make the tsunami warning system work more effectively. A descriptive research methodology has been used for this research, based on a selected sample from the coastal population in Galle that included 60 cases. The study was carried out over a period of eight months and it used a questionnaire as a survey instrument. This study proposes that technology, communication, administration and human resources are the most critical factors needed to put in place an effective tsunami warning system in Sri Lanka. This will support government agencies to deploy a wider range of response strategies.

Keywords: Tsunami warning system, Communication, Technology, Administration, Human resource

CONSUMER PURCHASE INTENTION TOWARDS ORGANIC FOOD WITH SPECIAL REFERENCE TO UNDERGRADUATES IN SRI LANKA

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Sri Lanka is a country rich with full of natural resources which can cater to a considerable portion of ever-growing market demand for organic products in the world. Identifying this fact is important for the Sri Lankan food and beverage industry to focus on organic farming and supplying various products grown under ecological systems. Based on this, the study was conducted to investigate the factors influencing consumer purchase intention towards organic food in Sri Lanka with reference to undergraduates. Based on extensive literature review, the study adopted factors such as attitude, health consciousness, consumer knowledge, environmental concern, perceived behaviour control and subjective norms to assess the purchase intention of organic food products. The primary data were gathered using a structured

questionnaire from a sample size of 111, and SPSS software with version 21.0 was used to analyze the data collected. The results show that attitude is the most influential factor that influences purchase intention of organic food in Sri Lanka. Insights from this study can be used to further expand the organic food producing markets as it contributes marketers to target and retain health conscious customers more effectively. Further research can use the same model to investigate the factors and to facilitate full understanding of the consumer-decision making process regarding organic produce while considering the trade-offs that consumers make between values and product as well as consumer segmentation.

Keywords: Organic food, Attitudes, Purchase intention

LOGISTICS PERFORMANCE IN SRI LANKA AND ITS IMPACT ON INVESTMENTS: A CONTEMPORARY APPRAISAL

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Logistics is an integral part in investments. However, more emphasis has been focused on facilitating initial infrastructure in setting investments than improving the recurring logistics activities by some countries. For example, Sri Lanka has no ministry that directly administrates the logistics activities. Transport sector functions under various ministries while multiple state institutions control the functions of border management. This situation should be analysed from the perspectives of an investor if a country needs attract more investments. The policy makers in respective countries need to visualize the overall business activities of investors to identify, satisfy and anticipate the needs and wants of investors at a profit better than that of their competing countries. Sri Lanka has a vision to make the country the most preferred maritime and logistics hub in Asia. This is a complementary factor in promoting investments in the country. Given the highly strategic geographic location,

Sri Lanka is bestowed with many advantages that help make the dream a reality. However, there are fundamental errors still prevailing in the overall mechanism of attracting investors. One of such issues is the less recognition given to logistics and international supply chain activities. Despite the remarkable investment on the infrastructure development by successive governments, Sri Lanka has been unable to create a global perception about its logistics performances. This factor was evident in the 2016 Connecting to Compete report published by the World Bank. The country was not considered in the Logistics Performance Indicator (LPI) that provides analysis of 160 economies. This paper discusses factors pertaining to investors' perspectives on logistics, transport, capacity building, education and social awareness.

Keywords: Logistics, Sri Lanka, Investments, Transport

A STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON THE FINANCIAL PERFORMANCE OF DOMESTIC BANKING INDUSTRY IN SRI LANKA

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Investigations were done over a long period to see whether or not there is a correlation between Corporate Social Responsibility (CSR) and an organization's financial performance. The purpose of this study is to examine such relationship within the banking industry with specific reference to domestic licensed commercial banks in Sri Lanka. Among a population of thirteen domestic licensed commercial banks, a sample of six highest performing among them was chosen as a sample for a period of five years from 2012 to 2016. CSR is the independent variable and financial performance is the dependent variable of this study. All data was gathered through secondary information. Financial performance measured through Return On Equity and as CSR is qualitative in nature, and CSR disclosure

was taken as a percentage of other operating expenses. From the results generated, it can be concluded that the null hypothesis can be rejected as there is a negative relationship between CSR and the financial performance of the domestic commercial banks selected. The main reason for such is that financial performance is not fully dependent on CSR and a bank's performance does vary with economic conditions, political conditions, different time periods and macro-economic factors like inflation, interest rates etc. Furthermore, it was identified that CSR in private banks is higher than that of state banks even though their organization size is smaller than that of state banks.

Keywords: CSR, Financial performance, Domestic commercial banks, Return on equity

DISASTER MANAGEMENT, MEASURES AND FACTS IN INDIA : NEEDS TO IMPROVE

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'Disaster' is defined as a crisis situation causing wide spread damage which far exceeds our ability to recover. Thus, by definition, there cannot be a perfect or ideal system that prevents damage, because then it would not be a disaster. It has to suffocate our ability to recover. Only then it can be called as 'disaster'. Disasters are not totally discrete events. Their possibility of occurrence, time, place and severity of the strike can be reasonably and in some cases accurately predicted by technological and scientific advances. It has been established that there is a definite pattern in their occurrences and hence we can, to some extent, reduce the impact of damage though we cannot reduce the extent of damage itself.

Floods, droughts, cyclones, earthquakes, and landslides have been recurrent phenomena. About 60% of the landmass is prone to earthquake of various intensities; over 50 million hectares is prone to floods; about 9 % of total area is prone to cyclones and 71% of the areas are susceptible to drought. In the decade 2000-2010, an average of about 54422 people lost their lives, and about 45 million people were affected by disaster every

year. The 10th Five Year Plan documents have a detailed chapter on Disaster Management. The plan emphasizes the fact that development cannot be sustainable without mitigation being built into development process. Each State is supposed to prepare a plan scheme for disaster mitigation in accordance with the approach outlined in the plan. In brief, mitigation is being institutionalized into development planning.

The Government of India has issued guidelines that where there is a self of projects, projects addressing mitigation with be given priority. It has also been mandated that each projects in a hazard prone area will have disaster prevention/ mitigation as a term of reference and the project documents has to reflect as to how project addresses that term of reference. In the sections are discussed the measures shortcoming, measures taken for the mitigation of the disaster.

Keywords: Disaster Management, Measures, Facts and Need to Improve

USE OF COMPUTER ASSISTED LANGUAGE LEARNING FOR IMPROVING ESL LEARNERS' ACADEMIC WRITING SKILLS

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Poor performance in academic writing skills, lack of innovative strategies and technology for language teaching and learning (Embogama, 2010, Maharoo, 2014, Ratwawatte, 2012) are some of the major areas which should be focused when teaching ESL (English as a Second Language) learners. Therefore, the main focus of the current study was to find out the effectiveness of developing academic writing skills among ESL learners in a CALL (Computer Assisted Language Learning) environment. For the study setting, the researcher chose one of the state universities in Sri Lanka where the language lecturers do not use CALL to maximize the language learning opportunities for undergraduates off campus. To achieve the purpose of the study, an experimental study was designed, and it was conducted for

eleven weeks which had random assignment of 54 second year undergraduates. There were two groups in the study: online and in-class. Those who were in the experimental group worked online and the rest, the control group worked in class. The data were analyzed using mix method approach. The findings indicate that both online and in-class learning have advantages as well as disadvantages in improving academic writing skills. Thus the introduction of blended learning is recommended while successfully addressing issues in both learning environments. It is believed that the knowledge obtained in this study can make contributions to the field of CALL and applied linguistics.

Keywords: Academic writing, CALL, ESL, in-class

EFFECT OF LANGUAGE PROFICIENCY ON ACADEMIC PERFORMANCE:
SPECIAL REFERENCE TO THE UNDERGRADUATES OF
GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY

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Language competency marks its prime importance in the tertiary education system of Sri Lanka. This research examines the effect of English Language proficiency of the undergraduates on their academic performances. The study was carried out in General Sir John Kotelawala Defence University. The target population consisted of 50 undergraduates at the Faculty of Engineering. The aim of the study was to find out the effect of language proficiency on academic performances of 1st year undergraduates. The objectives were to identify the existing language proficiencies of the target group, to examine the impact of language proficiency on semester 01 results and to recognize student friendly methods to improve vocabulary and writing skills. The research took 3 phases; a questionnaire was distributed to gather socio demographic details and existing English qualifications, a language paper was given to test their language abilities and comparison of 1st

year and 2nd year marks was carried out to check differences in scores. The students who have done their secondary education in English medium have performed well in the test paper and believed that the medium of study during A/L was a good platform to continue tertiary education. The others obtained comparatively low marks. They preferred to have participated in an English intensive course prior to their academics. Thus, it was proven that language proficiency is a decisive factor in academic performances especially during the 1st year. It was also found that as they progress through semesters, they become competent and comfortable with the language which lead to a positive impact in academic performances.

Keywords: Language proficiency, tertiary education, academic performance, Faculty of Engineering

USING VISUAL SPATIAL INTELLIGENCE BASED ACTIVITIES TO DEVELOP WRITING SKILLS

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Lack of interest and motivation on writing activities can be noticed among undergraduates, and it hinders the development of their writing skills. The focus of this study is to explore the effectiveness of the use of visual spatial intelligence based activities to motivate undergraduates to develop writing skills. The participants of this study included 39 undergraduates selected randomly. A pre-test was conducted to measure the students' existing proficiency of essay writing skills. Among the 39 students, 54% earned less than 09 marks out of 20. Most of the students' essays did not have a clear introduction. Further, other common planning and structure errors include poor structure with little or no linking expressions, weak or non-existent topic sentence, the absence of examples to support the main idea. In addition, lack of motivation to complete the given writing task was also observed. As a remedy an intervention was designed including visual spatial intelligence based writing activities which were different from traditional lecturing. To measure the effectiveness of the intervention, a post-test was conducted. The results appeared

positive in various aspects. The statistical analysis of students' pre and post test marks showed that there was a significant difference between the mean scores of the pre-test ($M = 9.833$, $SD = 2.3657$) and the mean score of the post-test ($M = 15.08$, $SD = 1.620$), $t(38) = (-20.663$, $P = .00 < .05$ (two tailed). The findings show that the visual spatial intelligence based teaching showed more improvement from their pre-test to their post-test scores than using the traditional method. In addition, the participants responded to the visual spatial intelligence based activities more positively than to the traditional way of instruction. This study shows that using visual spatial intelligence based teaching techniques stimulate thinking ability, which enhances students' performance in essay writing. Visual-spatial intelligence based teaching techniques can be easily applied in the English language classrooms in which students are demotivated.

Keywords: Visual Spatial Intelligence, Teaching Writing, Multiple Intelligences, Traditional Method

CRITIQUE ON CONTEMPORARY TEACHER EDUCATION PROGRAMME IN INDIA AND SRI LANKA

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Becoming a teacher and getting Teacher Education is not merely pedagogy, acquisition of a training or qualification. It is a process of shaping of young citizens for multisided and multidisciplinary development. It is an inculcation of commitment and generation of a strong will to contribute at the highest level of efficiency through a value and skill based approach. So, teachers should be the best minds of the country. It is recommended that a teacher education programme must cater to the fast emerging need of the country. The curriculum contents, methods, evaluation of teaching and other teaching related resources must be enriched regularly. Training institutions have not only budgetary and financial problem but also problems related to imbalanced courses of academic, content of school curriculum, teaching methods, teaching practices and curricular activities.

Textbooks of teacher education are poor and neither teacher's guide nor supplementary material is available. Exam system is highly defective and there is acute shortage of facilities. The comparative study on contemporary Teacher Education in India and Sri Lanka is an endeavour to promote and develop a broad understanding about the objectives, forms & features, administrations, managements & finances, organizational patterns, modern trends and emerging issues in neighbouring countries of this zone in respect of a crucial sector of education that is secondary teacher education particularly within a time frame when all the developing countries are trying to accept the reality of globalization. Nations can prosper on the quality of its education system, which is highly dependent on the quality of its teachers.

Keywords: Critique, Contemporary, Teacher Education Programme, India and Sri Lanka

SOCIAL INTELLIGENCE OF INCLUSIVE EDUCATION: RESOURCE FOR TEACHERS

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Going to school is one of the few rites of passage shared in countries all over the world over. School is where we learn the skills to prepare us for our responsibilities as adults. School is where we make friends to last a lifetime. School is where we learn about the rules that govern our communities and our nations "the right to education...directed to the full development of the human personality and prompt(ing) understanding, tolerance and friendship." Although the benefits of education were obvious in terms of increased skills, families by and large remained frustrated. They saw that education in classes and schools separate from their non-disabled peers prepared those leaving school for lives of segregation and isolation. They were not learning to get along with others – and the other students were not learning to get along with them. They were not forming the friendships they would need later in life in order to fully

participate in their communities. In developing countries, the situation was even worse because families realized that with so many children out of school, there would never be enough resources to build new schools for all the children with disabilities languishing at home. The answer for both groups of parents was to change our goal from inclusion in education — to inclusive education. The present study intended to find out the Social Intelligence of Inclusive Education Resource teachers. This study belongs to survey method and the study was selected at Kalaburagi district (50) and Yadagiri district (50) of Hyderabad-Karnataka by using simple random sampling technique. The total number of sample consists of 100 Inclusive Education Resource Teachers.

Keywords: Social Intelligence, Inclusive Education, Resource for Teachers.

