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MESSAGE FROM THE DIRECTOR, SYMPOSIUM CHAIR, NATIONAL CENTRE FOR ADVANCED STUDIES IN HUMANITIES AND SOCIAL SCIENCES

It gives me great joy to send this congratulatory message to all who have been a part of the 2nd International Symposium on Social Sciences and Humanities 2019 organized by the National Centre for Advanced Studies in Humanities and Social Sciences (NCAS).

I am truly pleased to observe many NCAS beneficiaries contributing to the symposium this year through their research work. The NCAS is a pioneer institute that provides, through funding and other assistance, the opportunity for academics to engage with their research and to draw new insights. The NCAS supports research initiatives and provides opportunities for meaningful and intellectual dialogue among scholars through conferences, publications and similar activities. Therefore, it is indeed a great pleasure to see that the Research Symposium has offered a platform for researchers and academics to present and publish their work and to disseminate new knowledge and novel insights related to humanities and social sciences.

I would like to offer my sincere gratitude to the Chairman of the University Grants Commission for the support extended to the NCAS in all our activities. Also, I sincerely thank everyone at the NCAS for all the hard work, dedication and commitment readily given. I am thankful to the keynote speaker, the presenters, the plenary speakers, the organizing committee, editorial committee, the panel of reviewers, chairpersons and all the members of the NCAS for their great contribution towards making this event a success.

Prof. Lal Mervin Dharmasiri

Director / Symposium Chair

National Centre for Advanced Studies in Humanities and Social Sciences (NCAS)

Colombo 07

Sri Lanka



MESSAGE FROM THE SENIOR RESEARCH FELLOW, SYMPOSIUM CO-CHAIR, NATIONAL CENTRE FOR ADVANCED STUDIES IN HUMANITIES AND SOCIAL SCIENCES

The NCAS has been sponsoring postgraduate research of Sri Lankan academics for a long period, and has produced many eminent scholars who are experts in their respective fields of study. One important milestone in its endeavor to expand its outreach is the International Symposium on Social Sciences and Humanities which is held for the second consecutive year this time. The symposium provides an excellent forum for academics, researchers, and industry professionals to come together to showcase and share their new knowledge and findings for which the NCAS has contributed tremendously. In keeping with modern trends and latest developments, the conference assumes a multidisciplinary character as indicated by the strong tendency among scholars to explore new horizons and offer new insights from a range of academic disciplines. The symposium received more than 180 abstracts from both local and foreign academics and after a comprehensive review process, the selected submissions have been included in the proceedings.

I take this opportunity to thank the Director, NCAS for the encouragement extended to me at all times. I could not have carried out this great responsibility if not for the support I received from the organizing committee, which consists of the entire staff of the NCAS, and members of the university staff, who are also NCAS beneficiaries. To them I offer my sincere gratitude. I wish to thank the keynote speaker Dr. John D. Rogers and plenary speakers, reviewers of abstracts, chairpersons of academic sessions, and all those who helped to make this event a reality.

Prof. C. Dilkushi Senaratne

Senior Research Fellow / Symposium Co-Chair

National Centre for Advanced Studies in Humanities and Social Sciences (NCAS)

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KEYNOTE SPEAKER, DR. JOHN D. ROGERS*

United States Director of the American Institute for Sri Lankan Studies



Seven Decades of American Humanities and Social Science Scholarship on Sri Lanka and its Implications for Sustainable Development

American humanities and social science research on Sri Lanka dates back to the 1950s, with the work of pioneering scholars such as Howard Wriggins in Political Science and Bryce Ryan in Sociology, both of whom had a general concern with what came to be known as “sustainable development.” By the early 1970s, a core group of researchers, mostly in Cultural Anthropology and Buddhist Studies, was in place. Until quite recently, these two disciplines continued to dominate American scholarship on Sri Lanka. Although this concentration led to important research and raised the profile of Sri Lanka in American academia, it limited broad-based collaboration and co-operation between Sri Lankan and American scholars and universities, in part because Anthropology as a discipline is not recognized in Sri Lanka, and in part because American scholarship has been weak in many fields considered important in Sri Lankan universities. Other obstacles to collaboration included uneven resources and differing institutional and intellectual priorities. In recent years, changes in communications technology and other facets of globalization have led to more extensive engagements between American and Sri Lankan researchers working in the humanities and social sciences. Although some structural problems need to be overcome, this interaction has the potential to enhance sustainable development in Sri Lanka.

*John D. Rogers is currently the United States Director of the American Institute for Sri Lankan Studies. He received a PhD from SOAS (School of Oriental and African Studies, University of London), where he studied under Professor K.A. Ballhatchet. He has taught at Tufts University, Harvard University, Dartmouth College and Northeastern University. His past service includes membership of the South Asia Council of the Association for Asian Studies, membership of the selection committee of the International Dissertation Research Fellowship program, and membership of the Executive Board of the Society for Advancing the History of South Asia. He has held research awards from the National Endowment for the Humanities, the Social Science Research Council, and the National Science Foundation. His publications include *Crime, Justice and Society in Colonial Sri Lanka* (1987) and numerous articles on the modern social and legal history of Sri Lanka.

PLENARY SPEAKERS



Dr. Rohantha Athukorala

Dr. Rohantha Athukorala is a marketing professional in Sri Lanka with over 18 years of experience, working for top multinationals Unilever, ReckittBenckiser and Diverseylever. He has twice won the ' Best Marketer' award in Sri Lanka by the Chartered Institute of Marketing. He was the youngest Chairman to be appointed to the Sri Lanka Export Development Board by the Government of Sri Lanka and served the EDB for 4 years. He has also served as the Chairman of Sri Lanka Tourism, the Lanka Sathosa and worked as the Commissioner General for the World Expo in Milan. He served the United Nations(UNOPS) as the ' Head of Portfolio' for 5 years during which time the ' Best Project in the world' was won by Sri Lanka. Recently, he was awarded the Dr. A.P.J. Abdul Kalam "Pride of the Nation" award as an icon for public sector leadership. He holds a double degree in marketing, an MBA and a doctorate in Business Administration. He is an Alumni of the Harvard University. Dr Athukorala is a Multiple Paul Harris Fellow of Rotary International and has twice been awarded the " Exceptional Rotarian of the year". Currently he is the Regional President/ CEO of the Global Artificial Intelligence company Clootrack - Sri Lanka, Maldives and Pakistan whilst also is the Strategic Lead for Swadeshi Industries Works Plc.



Prof. (Dr.) Chandra Kant Sharma

Prof. (Dr.) Chandra Kant Sharma is the Head of the Institute (HoI), Institute of Agriculture Sciences, SAGE University, Indore, India. He has completed the B.Sc. and M.Sc. (in Agriculture Sciences), M. Tech. and the Ph.D, and has more than 14 years of teaching and research experience in the field. He has published several books and more than 50 papers in national and international journals. Prof. (Dr.) Chandra Kant Sharma has chaired the sessions, delivered the keynote addresses and invited lectures in almost 40 events.

ABOUT THE NCAS

The National Centre for Advanced Studies (NCAS) was established by an Ordinance in October 2005 under Section 24A of the Universities Act No. 16 of 1978 for the purpose of promoting advanced studies and research in the fields of Humanities and Social Sciences. The Centre was set up after a few years of discussion and study at the University Grants Commission (UGC), to address the needs and requirements of human resources development, advanced research studies and academic publications in Humanities and Social Sciences and related fields.

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The 2nd International Symposium on Social Sciences and Humanities (ISSSH) 2019 is conducted by the NCAS in collaboration with the University Grants Commission of Sri Lanka. Held for the second consecutive time, the symposium provides an excellent opportunity for practitioners, academics, policy makers, and researchers to share their experiences and expertise through the presentation of high-quality research. The symposium this year will include a keynote speech by Dr. John D Rogers, the United States Director of the American Institute for Sri Lankan Studies.

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We request all participants to wear their name tags while at the symposium.

ORAL PRESENTATIONS

Oral presentations take place on Day 1 and Day 2 of the symposium at Halls 1 and 2. Speakers are expected to upload their presentations at least 2 hours before the presentation.

ABSTRACT PROCEEDINGS

The abstract proceedings contain all abstracts selected for the 2nd International Symposium on Social Sciences and Humanities (ISSSH) 2019.

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PROGRAMME OVERVIEW – SCHEDULE

DAY 1 (12TH OF DECEMBER, 2019)

Time	Venue	Activity
08.00-09.30	Main Hall	Pre-conference registration
09.30-10.30	Main Hall	Opening ceremony Lighting of the traditional oil lamp National Anthem Cultural item Welcome address- Director NCAS Address by Guest of Honor Address by Chief Guest
10.30 – 10.35	Main Hall	Introduction to the keynote speaker Senior Research Fellow - NCAS
10.35-11.05	Main Hall	Keynote speech Dr. John D. Rogers- United States Director, American Institute for Sri Lankan Studies
11.05-11.10	Main Hall	Felicitation of guests and speakers Cultural item
11.10-11.15	Main Hall	Vote of thanks Senior Assistant Registrar - NCAS
11.15-11.20	Main Hall	End of the inaugural ceremony
11.20-11.45		Tea break
11.45-12.15	Main Hall	Plenary 1
12.15-1.00	Main Hall	Lunch
1.00-2.30	Hall 1, Hall 2	Parallel Session 1
3.00-4.30	Hall 1, Hall 2	Parallel Session 11
4.30-4.45		Tea break
		End of Day 1

DAY 2 (13TH OF DECEMBER, 2019)

Time	Venue	Activity
09.30-10.30	Main Hall	Plenary 2
10.30 – 11.00		Tea break
11.00-12.30	Hall 1, Hall 2	Parallel session 1
12.45-02.15	Hall 1, Hall 2	Parallel session 11
02.15- 02.45		Lunch
02.45-04.15	Hall 1, Hall 2	Parallel session 111
4.15- 4.45		Tea break
		End of symposium

Date: 12th of December

THEME: ARTS, MUSIC, CULTURE, HERITAGE, HISTORY, CIVILIZATIONS (TRACK 1)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 1		1.00-1.15	NCAS/19/10	Malhotra, N.	Financial Prudence & Traditional Indian Art
		1.15-1.30	NCAS/19/36	Roy, C., Ghosh, D	Emotion and Creativity: A Case Study with Specific Art Form (Recitation) using Time Dilation
		1.30-1.45	NCAS/19/95	De Moraes, M.	Identification of the Effectiveness of the Music Therapy as a Strategy for Anger Management in Adolescent Male Students
	1.45-2.00	NCAS/19/79	Gamage, L.	A Historical Analysis of the Underlying Causes behind the Emergence of a Volatile Socio-Political Climate in the Jaffna Peninsula in the early 1970s	
	2.00-.2.15	NCAS/19/24	Embogama, S. N.	From Silence to Voices: A Feminist Perspective of the Origin and Worship of Goddess Pattini	
	2.15-2.30	NCAS/19/67	Pussepetiya, D. M. A. H.	Influence of Ancient Greek Religious Architecture in the Modern World after the Greek Revival of the 18th Century A.D.	

Date: 12th of December

THEME: LANGUAGE, LITERATURE AND LINGUISTICS (TRACK 2)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 2		1.00-1.15	NCAS/19/120	Chathurya, P. W. B. J.	Power, Control and Resistance in Ray Bradbury's Fahrenheit 451
		1.15-1.30	NCAS/19/25	Gnanaseelan, J.	A Critical Discourse Analysis of a Newspaper Editorial Promoting Insurance
	1.30-1.45	NCAS/9/106	Harischandra, N.	Towards "a Language with Metaphor": A Comparative Study of the Use of Sri Lankan English in Puyakante Wijenaik's Amulet and Charulatha Abeysekara Thewarathnri's Story	
	1.45-2.00	NCAS/19/37	Abesooriya, L.	The Responsibility of the Formulation of the Early Childhood Care and Development and Education Policies in Sri Lanka: A Critical Evaluation	
	2.00-.2.15	NCAS/19/48	Ranatunge, R. A. P. K.	Poetic License- An Analysis of Poetry by T.S. Eliot.	
	2.15-2.30	NCAS/19/97	Ariyasinghe, D. A. G.	Sri Lankan English (SLE) in Literature: A Study Based on SLE Fiction and Non-Fiction	

Date: 12th of December

THEME : SUSTAINABLE DEVELOPMENT, ECO TOURISM, GREEN ECONOMY (TRACK 3)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 1		3.00-3.15	NCAS/19/23	Naijka, R., Patoju, S. K. S., Baikady, R.	Consumer Perception on Organic Chemical-Free Vegetables and Fruits
		3.15-3.30	NCAS/19/38	Audu, M. M., Ja'afar-Furo, M. R, Gabdo, B.	Analysis of Profitability and Technical Efficiency of Apiaries as a Sustainable Enterprise in Adamawa State, Nigeria.
	3.30-3.45	NCAS/19/56	Lakmali, C. D. A., De Silva, L. H. N., Mudalige, U. K. J., Dharmakeerthi, R. S., Dandeniya, W. S., Balasooriya, W.	Farmer Perceptions on Adoption of Eco-Friendly Technologies to Reduce Chemical Fertilizer Usage in Paddy Farming in Sri Lanka	
	3.45-4.00	NCAS/19/57	Shankila, M. T. A.	Eco Tourism as a Tool for Sustainability while Assuring the Socioeconomic Benefits to the Community: A Case of Madurawala Village	
	4.00-4.15	NCAS/19/61	Udayanga, K. K. T.	The Impact of Environmental Performance and Per Capita Gross Domestic Product on Green Economy	
	4.15-4.30	NCAS/19/112	Marasinghe, M. M. S. A., Sun, Y.	Rural Solid Waste Management Practices in Sri Lanka: A Case Study from Madirigiriya Division	

Date: 12th of December

THEME: MASS MEDIA, ENTERTAINMENT AND RECREATIONAL ACTIVITY, RELIGIOUS STUDIES, PHILOSOPHY, APPLIED PSYCHOLOGY AND HUMAN PSYCHOLOGY, SOCIOLOGY AND SOCIAL WORK, WORK-LIFE BALANCE, CHANGING LIFE-STYLES, BELIEFS AND VALUE SYSTEMS (TRACKS 4,9,10)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 2	Dr. Senani Harischandra Ven. Dr D. Pan-naloka Thero	3.00-3.15	NCAS/19/44	Jayarathna, R. N. H. M. D.	Use of Proxemics: Ethical Considerations of the process of Communication in the Family
		3.15-3.30	NCAS/19/83	Ekanayake, J.	Deliberate Deception in Mass Media: A Critical Analysis of Contemporary Political Discourses Presented in Television Channels in Sri Lanka
		3.30-3.45	NCAS/19/104	Dissanayake, M. P., Halberstadt, A. G., Kalat, J. W., Kamble, S. V.	Role of the Beliefs that Emotions are Part of Life in the Link between Emotion Differentiation and Interpersonal Relationships
		3.45-4.00	NCAS/19/11	Priyankara, R.	Influence of Advertising Creativity on the Relationship between Celebrity Personality and Brand Personality
		4.00-4.15	NCAS/19/133	De Silva, N.	Where Do I Draw the Line?: An Analysis of Work-Family Balance among Married Youth Using the Spillover-Crossover Model
		4.15-4.30	NCAS/19/85	Senaratne, P.	Unmask the Devil- an Archetypal Interpretation on Techniques of Healing Used in Exorcist Rituals Practiced in Sri Lanka

Date: 13th of December

**THEME: EDUCATION, INFORMATION SCIENCE, TECHNOLOGY, PHYSICAL EDUCATION, HEALTH AND HEALTH RELATED ISSUES
(TRACK 5)**

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 1		11.00-11.15	NCAS/19/17	Jayathilake, C., Pereira, S. S., Hettiarachchi, S.	Exploring Lecturers' Praxis of, and Insights into, English Medium Instruction in State Universities in Sri Lanka
		11.15-11.30	NCAS/19/158	Edirisinghe, L., Ranwala, L., Wathsala, D.	Factors Influencing Students' Choice of Academic Disciplines in the Tertiary Education: A Case Study
	11.30-11.45	NCAS/19/26	Harasgama, K. S., Selvakkumaran, N., Abeyasinghe, S.	Online Harassment in Sri Lanka: Prevalence and Regulation	
	11.45-12.00	NCAS/19/14	Jayasooriya, U. G. L. B., Mathangasinghe, Y.	What do Adolescents and Teachers Think about Sexual Education in Sri Lanka?	
	12.00-12.15	NCAS/19/162	Gunarathna, A. M. I.	Behavior of Human Capital Investment among Government and International School Teachers in Sri Lanka: With Special Reference to the Western Province – Kalutara District	
	12.15-12.30	NCAS/19/73	Sharma, M.	Amelioration of Ccl4 Induced Hepatic Damage in Rats by Encapsulated Unripe Fruit Extract of Aegle Marmelos in Polymeric Nanoparticles	

Date: 13th of December

THEME: EDUCATION, INFORMATION SCIENCE, TECHNOLOGY, PHYSICAL EDUCATION, HEALTH AND HEALTH RELATED ISSUES (TRACK 5)

Venue	Chairpersons	Time	Abstract No	Presenters	Title	
HALL 2		11.00-11.15	NCAS/19/74	Sharma, M., Yadav, I., Sharma, C. K.	Therapeutic Efficacy of Hepatoprotective Activity of Aegle Marmelos (L.) Corr. Fruit against Carbon Tetrachloride Induced Damage in Rats	
		11.15-11.30	NCAS/19/114	Senanayake, B., Darshana, A. Priyadarshana, T. S. A. M. S.	National Prevalence on Drug use Population in Sri Lanka : A Cross Sectional Study	
	11.30-11.45	NCAS/19/155	Senevirathne, H. P. D. B.	The Relationship among Personality Types, Learning Preferences and the Field of Study (A Study Based on the University of the Visual and Performing Arts)		
	11.45-12.00	NCAS/19/28	Veena, B., Thakur, S.	Privatization of Health Care And Rural Poor: A Study in Udupi District of Karnataka		
	12.00-12.15	NCAS/19/45	Basnayaka, B. M. N. P., Nilukshika, A. C., Nishshanka, L.N. A. R. S., Ranasingha, I.N. W., Ranaweera, R.A. N. D., Priyanthi, W. N.	Factors Related to Overweight and Obesity among Women in Urban areas in Sri Lanka		
	12.15-12.30	NCAS/19/180	Chandrasena, S.	Impact of the Web Security Vulnerabilities of Government Websites in Sri Lanka: A Case Study of Hacking Websites of Government Authorities		
		Prof. W. A. Weerasooriya				
		Prof. Chandrima Roy				

Date: 13th of December

THEME: LANGUAGE, LITERATURE AND LINGUISTICS (TRACK 2)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 1		12.45-1.00	NCAS/19/66	Fernando, I. H. S.	A Flipped Classroom: A Countermeasure for Time Restrictions
		1.00-1.15	NCAS/19/130	Alfred, R.	Perspectives on 'Process Orientation' in Writing Skills in an ESL Classroom
	1.15-1.30	NCAS/19/175	Piyumi, S. H.	Reconceptualising the Sonnet as a Form of Resistance: A Comparative Study of Selected Poetry by Siegfried Sassoon, Gwendolyn Brooks and Sherman Alexie	
	1.30-1.45	NCAS/19/117	Diwakara, D. Y. S.	Representation of Female Suicide Bomber in Tigers Don't Confess by Visakesa Chandrasekaram	
	1.45-2.00	NCAS/19/146	Pathirana, B. A. P. M. L., Dissanayaka, D. M. H. C.	Masculine Generics: A Case Study of German and Sinhala	
	2.00-2.15	NCAS/19/32	Wijesekera, H. D.	Searching for Inclusivity in an Ethnically Segregated Education System: Cohesion through Bilingual Education in Post-conflict Sri Lanka	
		Dr Lalith Ananda			

Date: 13th of December

THEME: ACCOUNTING, MARKETING, MODERN MANAGEMENT, FINANCE, HUMAN RESOURCE DEVELOPMENT (TRACK 6)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 2		12.45-1.00	NCAS/19/62	Siriwardhana, J. G. S. M. W., Amarathunga, P. A. B. H.	Factors Affecting Career Success of Executive Level Women Employees in Apparel Industry in the Kurunegala District, Sri Lanka
		1.00-1.15	NCAS/19/110	Anojan, V., Nimalathasan, B.	Impact of Internal Audit Practices on Satisfaction of Administrators: A Comparative Study between University of Peradeniya and University of Jaffna, Sri Lanka
	1.15-1.30	NCAS/19/121	Mylvaganam, K.	Modeling a Transformation Strategy to Enable Organizational Innovation for Sustainable Competitive Advantage	
	1.30-1.45	NCAS/19/122	Weerasekara, N., Ajward, R.	Role of Meaningful Work and Positive Affect in Linking CSR, Employee Commitment and Compassion at Work	
	1.45-2.00	NCAS/19/148	Eranda, N.	Fair Trade to Reconnect the International Business with Society: A Case Study	
	2.00-2.15	NCAS/19/164	Perera, R L, Igel, B, Haresankar, J.	Barriers towards Academic Entrepreneurs in Sri Lanka	

Date: 13th of December

THEME: GEOGRAPHY, ENVIRONMENT CONSERVATION, URBAN & RURAL DEVELOPMENT AND GOOD GOVERNANCE (TRACK 7)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 1	Prof. P. Hewage Dr. Prasad Serasinghe	2.45-3.00	NCAS/19/30	Babu, C., Ghadai, B.	Tribal Women Overcome Poverty through Collective Livelihoods: Some Observations in India
		3.00-3.15	NCAS/19/21	Thilakarathna, M. T. N., Amaralal, K. H. M. L.	Push and Pull Factors on Fishers' Migration to Baththalanguduwa Island in Sri Lanka
		3.15-3.30	NCAS/19/47	Kumara, H. I. G. C. Samarawikrama, V. A. M. P. K.	Diversity of Amphibian in the Eastern and Southern Parts of the Sinharaja Rain Forest
		3.30-3.45	NCAS/19/86	Rathnayaka, H. B. A. L., Dananjaya, P. K. V. S., Sayoni, S. P.	Analysis of Vegetation Cover Changes Using Satellite Images and Geographical Information System (GIS): Mahaweli System C
		3.45-4.00	NCAS/19/111	Amarasooriya, W. G. I. M., Dissanayake, D. M. L.	Spatio-Temporal Analysis of Urban Sprawl since 1997 – 2007 and Impervious Surface Coverage in 2017, Kandy City and Surrounding Area using GIS and Remote Sensing
		4.00-4.15	NCAS/19/174	Dayalatha, W. K. V., Hemanthika, H. K. K. D.	A Study of Landslide Risk and Appeared Problems in Dosar Hill Area in Kakanadura South Grama Niladhari Division

Date: 13th of December

THEME: LAW, CONSTITUTION AND DEMOCRACY, HUMAN RIGHTS, GENDER STUDIES, COUNSELLING, REHABILITATION, SOCIAL DEVELOPMENT, LAND USE AND CLIMATE CHANGE (TRACK 8)

Venue	Chairpersons	Time	Abstract No	Presenters	Title
HALL 2	Prof. Camena Gunaratne	2.45-3.00	NCAS/19/12	Jinadasa, M., Haywood, C., Longstaff, G.	Reviewing South Asian Masculinity in Order to Understand Why Rural Young Men Establish same Sex Relations through Social Media: The Case of Sri Lanka
		3.00-3.15	NCAS/19/19	Abeyasinghe, S. V.	Legal Responses to Prostitution and their Impact on Sex-workers' Right to Dignity: A Comparison
	3.15-3.30	NCAS/19/65	Jayamali, H. G. B.	Effectiveness of the Title Registration System in Sri Lanka	
	3.30-3.45	NCAS/19/178	Alagiyawanna, P.	"Parate Execution" Is it a Boon to the Banks and Doom to the Customers? - A way forward.	
	3.45-4.00	NCAS/19/29	Abeyrathna, A., Silva, D.	The New Phase of Populist Frenzy in Electoral Politics in Sri Lanka (A Study of the Local Government Election - 2018)	
	4.00-4.15	NCAS/19/134	Rosa, S. R. L.	Possibility of Using "Mutual Consent" as a Valid Ground for Divorce Under Marriage Laws in Sri Lanka: A Legal Perspective	

ABSTRACTS



1

**ART
MUSIC
CULTURE
HERITAGE
HISTORY
CIVILIZATIONS**

From Silence to Voices: A Feminist Perspective of the Origin and Worship of Goddess Pattini

Embogama, S. N.

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On the one hand, she is depicted as the ever submissive woman who passively accepts the infidelity of her husband and is benevolent enough to forgive him even when they both end up destitute as a result of his reckless womanizing lifestyle. On the other hand, her wrath is powerful enough to devastate an entire city as she sets it ablaze with a single curse. This study engaged in a critical evaluation of the life of Kannagi who subsequently became a highly revered divinity-goddess Pattini- in Sri Lanka. The analysis adopted a feminist perspective in order to examine the concepts of female subjectivity and sexuality in relation to the origin and worship of the female deity under consideration. The study discusses various aspects of the tale of Pattini, which are at times contradictory, in order to reach a conclusion as to whether this legend is one of female empowerment or disempowerment. Whatever the resolution may be, the main premise presented is that this historical narrative provides ample fodder for (re)conceptualizing notions about gender and sexuality by exploring and engaging in a critical evaluation of aspects such as female submission, social forms of systemic oppression; and female disempowerment and its subversion.

Keywords: *Female empowerment, Gender, Goddess pattini, Patriarchy*

Identification of the Effectiveness of the Music Therapy as a Strategy for Anger Management in Adolescent Male Students

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Anger Management problems have become a critical issue in modern society, especially among adolescence. The root course for this has to be mitigated from the school settings As it directly influences educational performance of students, life skills and interpersonal relationships as well. The purpose of this study was to investigate the effectiveness of introducing music therapy as an anger management strategy on secondary school students and support them to meet positive development of behaviour and educational performances; Aggressiveness scale and Anger Rating scale with subscales as overt-anger and anger control have been applied to 162 male students in grade 9 in a National School in Ja-Ela as pre - tests and post- tests. Out of them 20 students were selected as the sample and students were exposed to 20 minutes for 36 days to selected pieces of music. Focus group discussion was the technique to discuss the

effect of music on their anger Study results indicated that the music therapy technique driven anger management participants showed a significant reduction in overall anger. Although participants in the study had a significant increase in anger control expressed outwardly, they did not show a significant internal perception of an increase in anger control. Furthermore, results indicated that participants showed significant reduction in their expressed outward anger in their relationships, but did not show significant differences in their perception of expressed internal anger in relationships. Music therapy has positive consequences in anger management and it decreases total aggression, aggressive behaviour and thoughts among adolescent male students. The findings of the study will be helpful to the decision makers in curriculum development and professionals in Education arena.

Keywords: *Adolescence, Anger management, Education music therapy*

A Historical Analysis of the Underlying Causes behind the Emergence of a Volatile Socio-Political Climate in the Jaffna Peninsula in the early 1970s

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Until the 1970s, a relatively peaceful social environment prevailed in the Jaffna peninsula of Sri Lanka. However, at the beginning of the 1970s this situation changed and gradually a volatile atmosphere emerged. The purpose of this research is to find out exactly how the volatile atmosphere emerged in the Jaffna peninsula in the early 1970s and what the underlying causes behind it were. This research is of a qualitative nature. Data was collected from both text documents and field investigations. The text documents comprised contemporary newspapers, Hansard reports, leaflets, books, theses and research papers. Some key-informant interviews were conducted in Valvettithurai village in Jaffna peninsula as part of the field investigations. This study revealed that high caste Tamils were over-represented in the socio-economic fields due to the divide and rule strategy of the colonial rulers. Beginning from the 1930s, due to the adoption of democratic principles and post-independence social welfare policies an open competition resulted between the Sinhala community and the Tamils. Naturally, the Sinhalese began to strengthen

their position due to their majority ratio. In the 1970s, when the Sri Lankan economy began to crumble and Tamil youths were forced to engage in a sharp competition with the Sinhala youths to access scarce resources. Due to this scenario that prevailed in the 1970s, the Tamil youths began to undergo severe socio-economic hardships. Among these were curtailment of economic mobility, unemployment, underemployment, poverty, low income and denial of social dignity, which were the most vexing problems. These grievances were felt predominantly by the Tamil youths of the depressed castes. They faced injustices imposed by the caste conscious Tamil society and they also had to compete with the Sinhalese dominated mainstream society to access scarce resources. In these circumstances the elite Tamils mobilized the frustrated Tamil youths against the government in order to display their human power and intimidate it. However, matters took a different turn and eventually the elites were overthrown by the youths who went on to dominate Jaffna society in a violent manner, using the force of arms.

Keywords: *Discrimination, Frustrations, Jaffna, Tamil, Youth*

Financial Prudence & Traditional Indian Art

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Indian Art and Culture has permeated each and every walk of life. Innumerable number of investment and financing options have been developed to promote Art as a mode of investment and saving. A large number of Social Investment Funds are coming up from all over the world to promote donations and charities to the artists and professionals. Besides funding the Art and Culture of any nation is the source of FDI generation and growth development. Several intermediaries and skill building organizations thrive on Art and Culture for their earnings. Many Universities and Institutions have started offering the courses in Social Investing and Art Finance. Art has for a long time been recognized as much more than a thing of pleasure. It has been recognized as a thing of value. It has a Bazaar and value, which can be financially measured. It can be worshipped, it has a payback and it grows in value. India has been one of the greatest

financial markets for Art and Artifacts. India has been the Enchantress for the entire world for Art and Culture. Indian markets have matured to recognize Art much more than the sole thing of pleasure to thing of value. It has a financial valuation and it can be traded. The commercialization of Art and development of the markets with refinement in the taste of the customers have led to the development of Art as an investment avenue. Investors keen on investing in these products can do so and earnings from Art are taxable too, like any other capital asset. This research paper is aimed at exploring the role of Art and Culture as an Investment Avenue in India. The impact of this initiative is to promote the dying traditions and heritage of India. I intend to do a comprehensive study to explore the impact of Art on preserving traditional culture of financial prudence and saving among the Indian diaspora.

Keywords: *Indian art, Investment avenue, Culture*

Influence of Ancient Greek Religious Architecture in the Modern World after the Greek Revival of the 18th Century A.D.

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It is an acknowledged fact that the Greeks have influenced many ancient civilizations and continue to influence the modern world as well. Architecture is one of the areas their influence is mostly felt. The Greek architecture, dating back to the 7th century B.C. was reintroduced to the modern world through the Greek revival at the beginning of the 18th century, with the unearthing of many Greek monuments. This study analyses how the elements of Greek architecture, especially Greek religious architecture, had been handed down to the modern world and how the socio-economic changes, the shift in religious faith and modern concepts such as individualism have reshaped classical architecture. A library-based research was conducted to study the elements of ancient Greek architecture. Secondary data collected from published books, websites and journal articles were utilized to analyze how the Greek architecture had been

adopted by the modern world. The study brought to light how religious architecture of the Greeks, have influenced the modern architect and how these elements are used mainly in non-religious monuments and buildings. The study also found out that the change of faith in the Mediterranean, from the Greek pantheon to Christianity has influenced the relief sculpture resulting in a major change of the type of story narrated in relief and other components of the buildings. It was also seen how Greek architecture has come to be known to the modern man as symbols of democracy and good governance. The liberty taken by the modern architect with the ancient Greek architectural elements is examined. The study, focusing on ancient Greek and modern architecture, shows how the bedrock of Western civilization continues to inspire and influence the Eastern and the Western architectural minds, even centuries after its fall from power.

Keywords: *Architecture, Greece, Greek revival, Religion*

The Concept of Intention and Moral Responsibility in Aristotle's Nicomachean Ethics and its Applicability in the 21st Century

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Aristotle is seen as one of the three main moral philosophers of the ancient world, preceded by Socrates and Plato, who laid the foundation for the philosophical pursuits of generations of philosophers who followed him. The Nicomachean Ethics of Aristotle is one of his main works in which he analyses the aim of human life which he concludes to be happiness. Moral responsibility is one main topic of discussion. This study aims at analysing moral responsibility in Aristotle's Nicomachean Ethics, focusing on the role of the mind and the applicability of Aristotle's argument in the 21st century. A response to Aristotle's Nicomachean Ethics, the paper is based on the English translation of the Nicomachean Ethics by J.A.K. Thomposon. The study brings to light how Aristotle's argument has "human intention" at its core, even though he is adamant that actions are the determining factor of human character. Furthermore, the study aims to show how

Aristotle's argument of moral responsibility can be applied to the modern society in the 21st century, focusing mainly on how moral responsibility is interpreted and responded to, concerning sexual abuse and victim-blaming. The analysis of Aristotle's idea on Nicomachean ethics, in the study, can also be taken as a guide to measuring the extent of responsibility of the modern world associated with crimes related to drug abuse or more frequent cases such as drunk driving. The study also highlights how the concept of intention discussed by Aristotle is shared by Eastern philosophies such as Buddhism, evolving at an entirely different time. Even though it is based on an argument of a philosopher of 4th century Athens, the study aims at appreciating the comprehensive and timeless quality of Aristotle's argument and brings to light its applicability in the 21st century.

Keywords: *Intention, Moral responsibility, Buddhism*

Emotion and Creativity: A Case Study with Specific Art Form (Recitation) using Time Dilation

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A lot of concepts and experiments have come up in the domain of emotion and creativity. Emotion can contribute to creativity in several ways. For example, the affective pleasure in challenge may be related to curiosity and problem finding ability; openness to emotional states may be linked to transformation ability; and positive or negative mood states may accompany creative work. We focus on emotion's influence on accessing concepts with creative potential. We propose a simple but novel method to access emotion depends of creativity using time perception as a parameter. The procedure is detailed as follows. A professional reciter presented a poem in form of recitation for a fixed and predefined duration. While reciting, she was exposed to a frame of color: solid Red in one half. In the other half, the frame

was of solid blue and the same piece was recited to the same set of audience after listening to the entire performance, the hall of audience noted which one appeared to be longer to them in time. The same set of experiment repeated only with the change that the reciter is exposed to a smiling/happy face and to a morose/sad face in the next half. The audience again noted the piece which appeared apparently to be longer in time. The similar procedure was repeated using different colors and faces of emotion. Detailed statistical analyses reveal a very interesting feature. The performance with the exposure to the sad face has been responded by audience as more time consuming-which is a positive clue that 'sad' environment saddens the performer causing creativity reduction.

Keywords: *Emotion, Creativity, Music, Recitation, Time Dilation*

Impacts of Tourism Industry on the Intangible Cultural Heritage of Sri Lanka (Taking Sri Lankan Kandyan Dancing as an Example)

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Sri Lanka spreads an enormous and sophisticated cultural value all over the world. Among those cultural aspects, tremendous types of intangible cultural heritages have given their size and density. According to the Sri Lankan people, one of the significant intangible attractions is the Kandyan Dancing pattern which began in the Kandyan outskirts and has obtained respect and renown of the Sri Lankan people. A combination of multiculturalism, political and economic instability, and openness have conspired to terminate Kandyan dancing. It is imperative that only sustainable tourism plans can help increase the quality of the tourism industry plus tenability of the Kandyan dancing culture to the next generation of Sri Lanka. Furthermore, the flexible tourism industry is a brilliant gateway to achieve economic,

cultural and social objectives in this fantastic hub. This research has thoroughly discussed the liaison between the tourism industry and Kandyan dancing. The research was conducted by using primary and secondary data collection which were collected from 50 tourists who already had adequate experience in Kandyan Dancing in Sri Lanka. Mainly, the researcher obtained these accurate records through many group discussions. Finally, this research highlighted how tourists visiting Sri Lanka enjoy this phenomenal dancing form. Therefore, through the tourism industry, these types of intangible cultural heritages can obtain innumerable benefits. In addition, the tourism industry is the ideal industry to protect the authenticity of the Kandyan dancing form and carry it to the next generation.

Keywords: *Intangible, Kandyan Dance, Sustainable*

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**LANGUAGE
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The Responsibility of the Formulation of the Early Childhood Care and Development and Education Policies in Sri Lanka: A Critical Evaluation

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The Early Childhood Care and Development (ECCD) and Education in Sri Lanka has been considered crucial for human development (UNICEF, 2007 cited in Gallardo, 2009). Yet, there is less attention paid to the scrutinised formulation of policies related to this aspect in Sri Lanka. Furthermore, the child related studies conducted in Sri Lanka are limited. This paper aims to present a critical evaluation regarding the responsibility of the formulation of ECCD and education policies in Sri Lanka. A qualitative research design was used for this study. Thirteen policy documents related to ECCD and education were analyzed and interviews were conducted with few responsible informants of ECCD and education in order to gather the necessary data. The findings showed that there is no single designated authority who

is responsible for the formulation of policies related to ECCD and education in Sri Lanka. Furthermore, it was noted that the responsibility of the ECCD and education related policy formulation constantly shifts from one authority to another. In addition, it was noted that the responsibility regarding the formulation of policies for different aspects of the ECCD and education were delegated to different parties. The lack of coordination among these diverse parties has resulted in no-clear cut policies for any of the aspects of ECCD and education. Furthermore, the lack of supervision and monitoring had resulted in the violation of the prevalent ECCD and education policies in Sri Lanka. Hence, the requirement for stern and stable ECCD policy formulating and monitoring agents is highlighted in the present study.

Keywords: *ECCD, Policies, Policy formulation, Responsibility*

Perspectives on 'Process Orientation' in Writing Skills in an ESL Classroom

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In recent decades there has been much focus on the development of process oriented approaches in the field of English Language Teaching. This approach sheds light on the process a learner engages in text creation whereas the product approach focuses on the final product neglecting the process. In this study the researcher attempted to find out the better choice in developing writing skills of the learners. In a mixed method approach the researcher employed an intervention with the undergraduates of the University of Jaffna who offer Translation Studies as their core subject. The participants of the research were administered open ended pre questionnaire and post questionnaire before and after their intervention. The data collected from the questionnaires and the pre and post test marks were used to analyze

in the research. The marks were compared using SPSS software and the verbatim of the questionnaires were decoded and analyzed. The final results show that the stages in process writing such as prewriting, composing or drafting, revising and editing improved their writing skills significantly. There were affective, cognitive and psychomotor factors influencing their writing process. The criterion based teacher instruction and feedback were also the factors that motivated the learners in making the process successful. It can be concluded that systematically planned learning experiences such process writing improves not only the writing skills of the learners but also enables them to achieve specific goals such as the problem solving skills and critical thinking skills.

Keywords: *Critical thinking, Drafting, Prewriting, Process writing, Verbatim*

Legitimacy of Untranslatability: A Comparative Study of “Viragaya” by Martin Wickramasinghe and Its Translation “The Way of the Lotus” by Ashley Halpe

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Untranslatability, one of the most disputed issues in translation is generally defined in linguistics as the property of text or speech for which no equivalence can be found in another language. The concept was first raised by the celebrated linguist J.C Catford (1965). Eugene Nida (1969) also addresses the problem of loss in translation, the difficulties confronted by translator when facing terms or concepts in the source language that do not exist in the translation. Catford further suggested that untranslatability occurs due to linguistic constraints and cultural barriers. “Viragaya” is considered as all-time master piece of Wickramasinghe, a prolific writer of Sinhala Literature. This paper attempts to do text analysis comparing the novel and its translation to gather data to discuss whether there are untranslatable terms or sentences in the English version and if there are, how the translator has dealt and how far the effort has been successful. As far as the

results are concerned, the researchers have found out that though literary translation is a near to impossible task, the translator has managed to perform the task to the satisfaction of the target reader. Further, the results show that the translator has used the techniques of transliteration, providing descriptions, using the closest equivalent, omission of unnecessary terms as strategies to deal with untranslatability. For example, “Arnolis is doing a Dehi kapima” Here, the term dehi kapima is closely attached to the source culture and the translator takes no effort to translate it but to transliterate. As per the conclusion, the study shows that no language is ever similar owing to their linguistic and cultural diversities, yet it does not have the power to refrain translator from his or her work. The translation of “Viragaya” provides a perfect example of how to solve linguistic and cultural issues using a strategic approach.

Keywords: *Culture, Language, Non- equivalence, Untranslatability*

Sri Lankan English (SLE) in Literature: A Study Based on SLE Fiction and Non-Fiction

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In relation to the "Dynamic Model of Post-Colonial Englishes" of Schneider (2007), "Sri Lankan English (SLE) is on its way to endonormative stabilization" as stated by Mukherjee (2008). In a latter period, Widyalkara (2014) claims that SLE is in the final phase: "Differentiation". During "Endonormative Stabilization", literature creation in the new variety of English is emerging whereas in the "Differentiation" phase, the variety acquires linguistic independence encapsulating several dialects representing regional, social and ethnic differences. Hence, through this qualitative study, the objective is to identify whether SLE fiction and non-fiction are on par with the aforementioned two phases. In accordance with the objective, three texts representing three genres from three different decades of three authors who are residing in Sri Lanka were selected for analysis. They were from diverse ethnic and linguistic backgrounds. The selected texts were "Yakada Yaka" (novel), "The Good Little Ceylonese Girl" (short story collection), and "A Long Watch" (Memoir).

These three texts were analyzed to determine whether they contain distinct morphological, syntactic and semantic features of SLE. From the analysis, it was evident that though the selected fiction and non-fiction represented three different genres and decades, SLE features were available in them. However, compared with the two fiction, SLE features were lacking in the selected non-fiction. The most frequent morphological features shown in the texts were borrowings and Sinhalese/ Tamil expressions. In addition, SLE syntactic features such as the use of the substitute "one", pronoun deletion and use of tags were highly available in the selected texts. Since the novel "Yakada Yaka" depicts features of Sri Lankan Burgher English, it clearly showed that sub-varieties of SLE already exist, based on social and ethnic differences. Conclusively, the aforementioned findings prove that SLE fiction and non-fiction tremendously contribute to surpass the "endonormative stabilization" phase and reach the final phase: "Differentiation".

Keywords: *Differentiation, Endonormative stabilization, Sri Lankan English*

Impact of Drama Techniques on Learner Competence in the ESL Context: A Classroom Investigation

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This paper is based on a small scale empirical research which was conducted as a classroom investigation. This study aimed to examine the ways in which drama and drama techniques and practices impact on learner competence in ESL (English as a second language) context. Furthermore this is combined with pedagogical practices utilized in teaching and learning English conversation and it can create the appropriate conditions that promote learning environments conducive for learning English conversations. Drama techniques in TESL (Teaching English as a second language) are considered as a combination of procedures that organize learners' communicative competence and vocabulary. The sample of the research consists of forty five students who are from two classes in the Intermediate level of a private university in Borella, Colombo 08. A test with two main questions was utilized as the method of data collection. Data gathered from the test was analysed comparing the results of the two classes

of the same level. Findings of the research reflected that students who engaged in the lesson with the drama have performed well in the test when compared with the students who engaged without the drama. Finally the research provided an answer to the question, how and to which extent does drama technique in TESL affect in the learner development? When learning English as a second language, dramas play a vital role since they directly impact the process and the speed of learning. Moreover, the technique of drama is utilized as an active supportive tool in teaching English as a second language. Another reason to consider drama in the development of the skills of learners, is its significance in enhancing learner motivation and interest in the subject. Thus, the findings of this research further support and explicitly elaborate the significance of using drama as a technique in the development of language competence and the acquisition of vocabulary of learners in an ESL context.

Keywords: *Drama, Learners, Competence, Motivation, English language*

Error - Analysis to Identify Writing Errors in English of Grade Ten Students of the North Central Province, Sri Lanka

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The purpose of this study was to identify the writing errors in English committed by the Grade Ten students of the North Central Province in Sri Lanka. It also aims to find out the reasons for those errors and identify solutions and suggestions that would help them minimize their errors. Error-Analysis is a Linguistic Analysis that focuses on the errors made by second language learners. It helps ESL learners understand the most common errors they make in writing and thereby helps syllabus designers to design syllabi that cater to the learners' needs. This study was carried out by using a research sample of 50 students of Grade Ten from different schools in the North Central Province, Sri Lanka. Specially, it aimed to identify and analyze the grammatical errors made by the students when writing in English. The data which were obtained

from a written composition entitled, "Festivals in Sri Lanka" were analyzed based on Clinical Elicitation (CE) Research. This study is very significant because, so far, little research has been done in Sri Lanka to identify the learner-errors in writing English and as a result, teaching materials have been compiled with less attention to the language difficulties encountered by the local student population. Finally, the research discusses the contribution of this study for further studies in the field.

Keywords: *Error-analysis, Clinical elicitation research, Second language learning*

Effective Speaking Skills in English and the Challenges Faced by ESL Learners: A Study with Engineering Undergraduates

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Speaking is one of the major components of language learning. It plays a crucial role in second language learning and builds up confidence. Further, it is a process that is combined with motivation. The objective of this research was to explore the factors which hinder effective speaking skills in English among the Engineering undergraduates and to introduce strategies and suggestions to overcome these challenges. Degree programs conducted in the English medium create many difficulties for learners who have had their secondary education in the mother tongue. This can have a negative impact on students' learning throughout the programs. Further, this deficiency affects their employment opportunities after graduation. A sample of thirty (first year) undergraduates was randomly selected from the Faculty of Engineering, University of Ruhuna. Data were gathered through a questionnaire and classroom observations. The findings of the study revealed that learners have a strong desire to overcome the challenges and they largely depend on teachers' guidance for error correction. Further, lack

of vocabulary storage and uncertainty of grammatical functions were found to be the main challenging components in speaking in English. Moreover, the learners do not have sufficient confidence and they worry of being humiliated for mistakes. This situation has led the students to become nervous and disappointed when performing oral presentations and attending to public speaking sessions. Finally, it is understood that, though these undergraduates have confidence to speak about the relevant subject matters; use of English as the means of speaking, makes them backward all the time. The research study concluded with the suggestions and several strategies to be used to overcome this difficulty. The suggested class room based activities and practical sessions were very much admired by the students in the later follow up sessions. Further, start practicing in small group oral activities, introducing techniques of public speaking, delivering speeches on various topics were some of the recommended techniques to be followed.

Keywords: *Confidence, Motivation, Mistakes, Speaking, Undergraduates*

Power, Control and Resistance in Ray Bradbury's Fahrenheit 451

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A common aspect in many of the dystopian novels is the absolute authority of a totalitarian government which holds an immense power over the lives of people. This study is an analysis of the dystopian novel, Fahrenheit 451 which shows that the tyrannical governments in dystopia produce discipline minds and bodies for the benefit of the state. The first objective of the study is to analyze the ways in which dystopian rulers use a variety of methods to control and manipulate the individual's mind and body in order to achieve supreme power in a dystopian society. Second objective is to explore the resistance of dystopian citizens against the oppressive authority and the efficacy of their revolts. The study provides an in depth analysis of Fahrenheit 451, mainly in relation to the representation of power, control and resistance in the

novel. The study discusses the concepts of ideological indoctrination, docility of the body and panoptican gaze through the theories put forth by Louis Althusser and Micheal Foucault. The absolute authority operates regimented routines, eliminates family bonds and reconstructs historical facts to manipulate and gain control over individuals. By the means of omnipresent surveillance the authority ensures the total submissiveness of the citizens. The results of the study show that it is possible for an individual to stand against the governmental ideologies and Fahrenheit 451 presents an individual who achieves both personal and political rebellion against the tyrannical government.

Keywords: Bradbury, Control, Foucault, Power, Resistance

Socio-Cultural Factors Affecting Sinhala-English Code-Mixing: A Study of Sri Lankan State University Students

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Language is a constantly evolving phenomenon at the disposal of speakers. In the bilingual discourse, code-mixing plays a significant role of language evolution as an intriguing language contact phenomenon. Mixing of English with Sinhala during daily conversations is abundant among Sri Lankans, especially among the state university students. This research focuses on the socio-cultural factors that affect Sinhala-English code-mixing among Sri Lankan state university students. The absence of prior research focusing on the phenomenal use of Sinhala and English by undergraduates in Sri Lanka makes this study significant. The research utilized observations and two focus group discussions (eight random undergraduates per group) to obtain qualitative data from the participants. The factors that contribute

to Sinhala-English code-mixing among Sri Lankan undergraduates were identified as social background, social role, university culture and education, and gender. The study further scrutinizes the co-existence of Sinhala and English as a mixed code according to the aforementioned socio-cultural factors associated with Sri Lankan state university students.

Keywords: *Bilingual discourse, Code-mixing, Undergraduates, Socio-cultural factors*

Representation of Female Suicide Bomber in *Tigers Don't Confess* by Visakesa Chandrasekaram

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Representation of women has changed along with the transitional phases experienced by the society, as exemplified by Tamil women within the Sri Lankan separatist war. Women were not supposed to exceed the private sphere of family within the traditional Tamil society. However, the war enabled them to join military organizations and even become female suicide bombers. This study explored these ideologies, through the literary representations of Shalini, a female suicide bomber in Visakesa Chandrasekaram's *Tigers Don't Confess*. It was carried out as a desk research, where the representation of Shalini was analysed using Rajeswari Sunder Rajan's concept of 'New Indian Woman', appropriating it to the Sri Lankan context as the 'new Tamil woman'. According to Rajan, identities of women are constructed by 'dominant modes of ideologies' such as patriarchy and nationalism to suit their best interests. Female suicide bomber as the 'new Tamil woman' also experiences this fate, as exemplified by Shalini, who embraces this fate with the motive of vengeance. Even though her action appears to be agentive, an in-depth analysis highlights the discrepancies within such an analysis. Shalini has to give up a part of her femininity to become a suicide bomber, where she surgically removes her breasts. It is as if a woman has to give up her femininity to engage in male acts of violence. Moreover, it appears as if her vengeance is 'constructed' by the same dominant modes of ideologies that created the identity of the female suicide bomber. Thus, it proves that the representation of female suicide bomber is not entirely agentive or autonomous, but becomes a part of a larger dominant discourse.

Keywords: *Female suicide bomber, New Tamil woman, Sunder rajan, Chandrasekaram*

A Flipped Classroom: A Countermeasure for Time Restrictions

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The 'flipped classroom' is defined as a pedagogical model in which traditional lectures and homework elements are reversed (Hamden et al, 2013; Lage et al, 2000). The present study intended to maximize the effectiveness of face-to-face time, which was limited and considered inadequate, by allowing the learner to interact with content focusing on key concepts out of class. The sample included sixteen BA undergraduates reading for ELT Methods module in a part time programme. A flipped classroom model, which consisted of 30 hours of face-to-face interactive activities, 30 hours of individual study hours using LMS and 15 hours of skype interaction, was adopted to cover the course content. Materials used were of multiple fold and they included lecture notes, activity sheets, videos, audio clips, MCQ papers uploaded to LMS; the in class instructional methods used included presentations, discussions, micro teaching sessions and a few traditional lectures. Evaluation was made through formative and

summative methods namely presentations, micro teaching sessions and final written examination. The effectiveness of the instructional method was measured through the analysis of the student questionnaire, focus group discussions, field notes by the researcher and the grades obtained by the candidates. Further, the final scores of the experimental group and the control group for whom the same module was covered through traditional way of teaching were compared as a measure of effectiveness of the study. It covered a comprehensive content and proved to be a very effective countermeasure taken against time restrictions. All the candidates in the sample performed well and secured good grades. Further, it promoted active learning, cooperative learning, self-regulated learning as well as the maximum use of LMS materials in the learning and teaching process. Further, it led to a creative learning environment in which the learner motivation was very high.

Keywords: *Flipped classroom, ELT methods, LMS materials, Active learning, Autonomous learning*

A Critical Discourse Analysis of a Newspaper Editorial Promoting Insurance

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The discourse of Insurance is constructed and disseminated as part and parcel of the modern life of people. Propaganda and awareness are always visible and universal in media and institutional communication. However, policy development and implementation standards differ from country to country, especially between developed and developing countries. This paper investigates a national newspaper editorial promoting insurance in Sri Lanka. The title of the editorial is 'New vistas in insurance,' which appeared on June 28, 2019 in Daily News. A linguistic approach called critical discourse analysis was used to trace general as well as ideological socio-cultural and political economic implications covertly or overtly found in the editorial. The positions and the identities of the discourse constructor, the insurer, and the insured are unfolded using critical linguistic strategies while revealing the constructed contextual meaning or notions. The findings were that personalization strategy is used to make insurance a fundamental need in life, spiritualization makes insurance an inevitable agent to safeguard religion and religious leaders, acculturation makes insurance a part of our culture, politicization and development agentization make insurance a leader to be respected and followed. All these strategies are used in the form of the apparent altruism, contrast, transfer moves, fore- and back grounding, assumed and asserted evaluation, emotional, ethical and logical appeals to create fear of imminent risk and relief of life-time benefits. The linguistic strategies such as nominalization, verb and voice choice, word choices for verb and noun modification, transition words contribute to the discourse strategies, especially, the discourse of insurance promotion. This study complements the need for further discourse analysis of the Sri Lankan media for their persuasion strategies in political, economic, and socio-cultural contexts of Sri Lanka.

Keywords: *Critical discourse analysis, Discourse, Insurance, Media, Promotion*

The Impact of English Subtitled Movies on Vocabulary Acquisition among ESL Undergraduates in University of Kelaniya

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ESL vocabulary acquisition could be achieved through various teaching and learning processes. In the modern Sri Lankan context, there is a necessity to find new ways of teaching vocabulary as most teachers are using traditional methods to teach vocabulary. Therefore, the purpose of this study is to discover the effectiveness of subtitled movies on the acquisition of vocabulary among ESL undergraduates and how significant the potential effects were in using subtitled movies as a learning strategy. The participants of this study were 20 first year ESL undergraduates of University of Kelaniya. They were divided into two groups as controlled group and experimental group. The experimental group watched selected movie clips from the movie "Dead Poets Society" with English subtitles while the experimental group watched the same clips without subtitles. Both groups faced four pre-tests and post- tests consisting 15 vocabulary

items in each. Later the marks of the tests were analyzed using SPSS statistical software. The findings of the analysis reveal that the contribution of subtitled movies towards vocabulary acquisition is greater than that of movies without subtitles as the experimental group has performed better in their post-tests than that of the controlled group. Also it should be noted that the controlled group has also scored well in their post- tests proving that movies in general with or without subtitles contribute to the improvement of vocabulary knowledge among ESL learners. Therefore, based on results of the data analysis, it can be concluded that English movies with and without subtitles have a considerable impact on the acquisition of vocabulary among the targeted group of ESL undergraduates and the findings of this study may be used in language classrooms to enhance the vocabulary knowledge of the learners.

Keywords: *ESL undergraduates, Subtitles, Subtitled movies, Vocabulary acquisition*

Towards "A Language with Metaphor": A Comparative Study of the Use of Sri Lankan English in Punyakante Wijenaike's *Amulet* and Charulatha Abeysekara Thewarathanthri's *Stories*

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This paper is a modified extract from my work-in-progress monograph, "The Gratiaen Prize and Its Contribution to the Evolution of the Sri Lankan Women's Novel in English (1992 - 2016)." One aspect of my research is the use of Sri Lankan English among the four women's novels to have won this award during its first twenty-five years. In this section I address Godfrey Gunatilleke's comment in "A Language without Metaphor," on the lack of an English among Sri Lankan writers that adequately expresses indigenous sensibility. I discuss whether, and, if so, how far, resident Sri Lankan women have come towards an English that brings out a Sri Lankan identity, by analyzing the use of language in these novels. My conclusions are that, taken that the Gratiaen Award is representative of the "best work of literary writing in English

by a resident of Sri Lanka," (1) it is the writer who uses better Standard English, who also has a better grasp of Sri Lankan sensibility in language, (2) during the past quarter-century, there has been a marked progress in the use of Sri Lankan English among our women novelists. However, for the purpose of this paper I focus on the first and last of these novels, namely, Punyakante Wijenaike's *Amulet* (1994) and Charulatha Abeysekara-Thewarathanthri's *Stories* (2016). I did primary and secondary readings of the above-mentioned texts, and personal interviews with the two writers mentioned.

Keywords: *Gratiaen award, Indigenous sensibility, Metaphor resident Sri Lankan women's novel in English, Sri Lankan English, Standard English*

Strategies Used in Prose Translation: With Special Reference to Translating Short Stories

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The aim of this study is to identify the strategies utilized by students in translating prose. Accordingly, the research problems are; “what are the strategies used by the students to overcome the challenges in translating short stories? And are they effective?” Twenty-five fourth- year students following Translation Studies at the Department of Linguistics, University of Kelaniya, were used as the sample set of the research and the data was collected through practical translations of 25 stories given to them as an assignment. The translated short stories were studied and the challenges they had come across were listed. Then, the strategies they have used in solving those challenges were studied. A qualitative content analysis was done using comparative methodology in conducting this research. Thus, the obstacles identified

were; finding an equivalent in Target Language (TL) for the words in the original texts, cultural barriers, challenge of creating new words and making decision making where to use the theory of addition and omission, difficulty in comprehending complex sentences in the original and grammatical errors done in translating. In conclusion, the study revealed that many students have used equivalence and addition where necessary, many have used the strategy of omission when they are incapable of understanding or translating the text, and some have used word for word translation, as well as totally incorrect translations.

Keywords: *Problems, Short stories, Strategies, Translation*

Difficulties Faced in Learning English Vocabulary with Special Reference to Cheddikulam Division

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Both vocabulary teaching and learning have been central in all language classrooms irrespective of its status, says Mofareh Alqahtani (2015). According to Rakchanok Saengpakdeejit (2014), insufficient proficiency in the vocabulary of the target language causes multiple difficulties for the students in learning that language successfully. The aims of this research include: analysing the difficulties faced by the students in learning vocabulary; the reasons and recommending solutions to the problems. Thirty Grade 7 students of age 12 from V/Al-Iqbal Muslim Maha Vidyalaya in Vavuniya district of the Northern Province, Sri Lanka were selected randomly for the study. Using a mixed method, the study was conducted for four months. Observation and interview were used for the qualitative validity of the study while test and questionnaire were used to confirm the findings quantitatively. The data was presented in the table and it was analysed in percentage. According to the test on vocabulary, 19 students (66%) made spelling mistakes in writing the

words such as nouns, 59%, verbs, 71.7%, adverbs, 69%, adjectives, 64% among equally selected words for the test while only 11 students (34%) wrote with accurate spellings. Factors such as difference between written form and oral form of English language, complexity of spelling system, lack of guessing skills among the students and insufficient training given by the language teacher, less interest from both teachers and students in adapting innovative vocabulary learning techniques and insufficient training for the teachers to teach vocabulary considering learner differences and contexts and level of difficulty were seen as the major reasons for the problems. The interviews show that the students expect remedies from teachers. Thus, this research recommends students, teachers and other relevant stakeholders in English language education to provide training for teachers by creating an environment to acquire vocabulary through reading and adequate practice using effective teaching aids such as multimedia programs.

Keywords: *English, Oral and written forms, Spelling mistakes, Vocabulary*

Inadequate Knowledge of Sri Lankan Readers towards Sri Lankan English Literature – A Survey

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Sri Lankan English Literature is one of the facts that reflect the identity of Sri Lanka. Yet the society does not pay much attention to this field. Almost all the Sinhala literary academics those who refer both local and world literature equally are also not inclined to refer Sri Lankan English literature in most of their academic pursuits. This fact indirectly reveals that either these scholars show less interest towards Sri Lankan English Literature or they have an inadequate knowledge about it. On the contrary, even though all university lecturers in English Literature are aware of Sri Lankan English Literature and writers, the undergraduates following the BA in English in local universities are aware only of a few outstanding writers and their literary creations. Thus, the major objective of this study was to investigate the reasons for the Sri Lankan readers' lack of awareness of Sri Lankan English Literature. The study further presents the suggestions to change the existing place that Sri Lankan English Literature occupies in the field of Sri

Lankan literature. The research question is, why do Sri Lankan readers have less awareness with regard to Sri Lankan English Literature? The study was carried out with a qualitative, mixed method approach of data collection and analysis: interviews (15 individuals), desk reviews. The final results of the research are; lack of interest towards Sri Lankan English Literature caused by the lack of interest and reluctance towards the English language, lack of resources (literary creations, criticisms, appreciations, and reviews) and resource persons, unsuccessful art of writing in terms of plot, theme, theory, structure and language, less exposure to it in the secondary and higher education systems, and lack of motivation for potential novice writers. On the other hand as English Literature is a dominant area in world literature, many scholars focus their attention on the world recommended writers and their writings. In conclusion the research suggests that Sri Lankan English Literature should be included in an effective way in the local education system.

Keywords: : *Awareness, Readers, Sri Lankan English literature*

A Study on Translating English Literary Texts with a Sinhalese Cultural Basis into Sinhalese Language

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Any work of literature is a reflection of the culture it is based on. Many of the Sri Lankan authors tend to write their works of literature in English with the aim of making them more tangible for a wider readership. This study focuses on translating such English texts with a Sinhalese cultural basis back into Sinhalese in order to assess how they affect the four integral parts of translation; the reader, the translator, the source text and the translation itself. The methodology employed was to appraise a set of translations of selected stories from the book "Jungle tales" by Colin de Silva, done by the undergraduates at university of Kelaniya. The translated texts and the original texts were then compared. As far as the outcomes are concerned, they turned out to be positive on some aspects as the culture - bound concepts, language patterns and the lexicon involved are closer to the readership and to the

translator himself. Therefore, it is easier for the translator to render the meaning in a manner where no unjust happens to the source text or to the author and it is easier for the reader to embrace it as well. As far as the negative outcomes are concerned, it does not give enough room for the improvement of the translator as he is already conversant with the scope he is dealing with. In this type of translations, the complexities that occur are limited to translator's inability in comprehending the grammar and the language styles. The most common complexity in translation; the untranslatability of cultural terms due to the absence of exact correspondents in the target language does not occur here as both the source and target texts bare the same cultural basis. In conclusion, this study proves that the lesser the cultural complexities are, the easier and more successful the translation is.

Keywords: *Culture, English, Literature, Sinhalese, Translation*

Masculine Generics: A Case Study of German and Sinhala

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Masculine generics have been the commonplace in literatures of many languages. Most of the general statements are formulated in the masculine gender, thereby disregarding the feminine that represents women. In fact, languages tend to take the masculine version of expression as the norm, in sharp contrast to that of feminine, which gives the feminine gender the impression of being secondary. A Number of researches into this area have found that women have been made 'invisible' in the 'generic' language. This theme has been the pivotal issue in the discussion of 'sexist' and 'non-sexist' language in 1970 (Miller and Swift, 1977). The current study contrastively focuses on the use of masculine generics in German and Sinhala languages. German, the native language of Germany, Austria and one of the official languages in Switzerland, has a fully-fledged grammatical gender system, whereas Sinhala, the native language of Sinhalese of Sri Lanka with a strong diglossia, is not very rigid in the implementation of its gender. But, designations for male and

female in Sinhala are mostly gendered, which is significant for this study. As data for the study, various types of authentic literature from the two languages were used. The methodology was contrastive analysis. The study found that both languages used masculine generics in making general statements. To put that more specifically; they use designations for males to refer to people in general as well. Using male version of the language for any other sex is perceived to be as the standard use. And this seems to be an unconscious practice as well, the study found. The study also found that the gender-biased use of language in German is felt stronger than it is in Sinhala, for the German language marks their gender with an article in every noun, except in very few. Sinhala, though not very prominent in marking the Gender, most of the designations in Sinhala have a female counterpart. In such a scenario, the practice of making general statements solely with the male counterpart of the noun systematically hides the women.

Keywords: *Generics, Gender, Women, Language, Linguistics norms*

Reconceptualising the Sonnet as a Form of Resistance: A Comparative Study of Selected Poetry by Siegfried Sassoon, Gwendolyn Brooks and Sherman Alexie

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The sonnet as a poetic form has long been associated with Shakespeare and is often conceptualized as a constituent of the literary canon. However, it has also evolved over history in an array of themes. Hence, this paper intends to explore the sonnet as a form of resistance across space and time. The purpose hereof is not to redefine the sonnet form as such but to go beyond its traditional parameters and trace its multiple possibilities as a poetic genre. Grounded on the literary theory of poststructuralism, this paper analyses the following poems; "Dreamers" and "The Glory of Women" by Siegfried Sassoon, "Looking" by Gwendolyn Brooks and, "The Blood Sonnets" and "The Game Between the Jews and the Indians is Tied Going into the Bottom of the Ninth Inning" by Sherman Alexie. The selected texts are primarily analysed on two levels: thematic and structural. On a thematic level, the findings reveal how the traditional space

of the sonnet which is often occupied by archetypal expressions of love has been replaced by themes other than love. On a structural level, the very act of adopting the sonnet form – a dominant tradition of the literary canon – as one's poetic tool is observed as an instance of resistance. Particularly the analysis of Alexie's sonnets and its simultaneous use of the traditional sonnet sequence and the conversational style of his time suggest how the sonnet serves the dual purpose of resisting and connecting with the dominant and non-dominant cultures. Interestingly, these findings indicate how poets, regardless of their literary convention, have explored the possibilities of a thematic as well as a structural expansion of the sonnet form across space and time. Future research into contemporary applications of the sonnet could build upon these and provide wider implications of the sonnet as a literary form.

Keywords: *Literary canon, Post structuralism, Reconceptualising, Resistance, Sonnet*

Poetic License- An Analysis of Poetry by T.S. Eliot

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The language in a poem is different from the language in prose. A cogitative expression of a poet is abstracted within limited lines and stanzas complying with rules in rhyming and rhythmic tones. Such stress is to be balanced with a certain privileged freedom called 'poetic license'. The significance of the usage of poetic license is not to use it as a mere compensating quota given to a poet but as an outstanding creative component, a foregrounding effect on a reader's cognitive thinking, challenging him to solve a pleasantly placed jig-saw puzzle before him. When it is solved the effect is that the reader fully grasps the meaning component of the poem. When Eliot writes in *The Waste Land*, 'Poi s'ascose nel foco che gli affina; Quando fiam ceu chelidon; O swallow swall ow le Prince d'Aquitaine a' la tour abolie' there is definitely an impact on the reader to find out the meaning, noticing promptly the difference in register. In fact, these poetic registers are originally borrowed respectively from Italian, Latin and French writings creating a huge collaged effect on the poem, such as the effect made on a painting by a creative painter. This borrowing carries two things. One is an introduction of a different register

deautomatizing the reader's ordinary flow of reading, the other is transporting the meaning of another text with the wisdom of another writer awakening reader's cognitive elements testing the intuitive grasping power. This research aims to find the contributions of the linguistic technique known as foregrounding being a useful tool in molding poetic license within the versified lines to enhance creativity of an esteemed poet in English literature. The research is qualitative and the data collection is from secondary sources such as text books, poetry and other literal works, literature, websites and journals. In conclusion, the study reveals the impact of poetic license used by Eliot as an outstanding creativity. It is further found that Eliot has introduced a new genre of foregrounding in the context of register borrowing lengthening its parameters. It is the borrowing of pragmatic values with miscellaneous registers that illuminate the deep structure of his poems. Finally, the researcher has disclosed many research areas for new students inviting them to merge English literature and linguistics as already done by this research.

Keywords: *Deautomatizing, Deep structure, Foregrounding, Poetic license, Registers.*

Patriarchal Marriage in the Short Story the Divorcee

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The short story "The Divorcee" written by Ken Saro Wiwa illustrates the life of Nigerians in Africa by portraying their authentic life styles, perceptions, customs, traditions and challenges. The objective of this study is to analyze how marriage, one of the universal social institutions, in Nigerian society has been portrayed. Selected lines from the story and secondary materials such as books, journals and research articles written by eminent scholars which highlight the objective of the study were used as major sources for data collection. Data were analyzed using descriptive and argumentative methods in light with sociological theories. The findings show that marriage in Nigerian society which supports polygamous and monogamous aspects has been portrayed as a formal social institution where women

are discriminated and neglected. Bearing children is revealed as the primary purpose of marriage. Overall, the story portrays a patriarchal marriage system in Nigeria. Thus, this research will be useful material for individuals and societies who wish to research about the people in Nigeria in specific and literature in general.

Keywords: *Marriage, Purpose, Value, Women*

Difficulties Faced by Novice Researchers when Writing Research Papers in English

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Research is principally a way to counter the queries aroused by curiosity and it is a system of investigation to augment knowledge and understanding. Though researching itself remains a challenge, writing the academic paper in English to expose one's research findings has become the greatest challenge of all. Discussions with the fresh researchers convinced the diversity and abundance of such difficulties. In this view, having set an objective to investigate the perception of the novice researchers on language related difficulties faced by them when writing research papers in English, a convenient sample of fifteen novel researchers who write their first paper in English is selected to execute the study. A questionnaire survey was conducted to obtain data and the data were analyzed qualitatively. The analysis confirmed that the majority of the respondents do have positive attitudes towards writing research papers in English. The analysis further manifested the commonness of difficulties encountered

by novel researchers when writing research papers in the English medium. Frequent difficulties were categorized as incorrect use of English grammar, inappropriate use of vocabulary and lack of clarity in writing long sentences. Worries such as; difficulty in reading and understanding the literature, interference of mother tongue when converting ideas into written form and inadequacy of assistance of the supervisors to overcome the language-related difficulties were frequent within the sample. The study concluded that even though the respondents do encounter different types of language-related difficulties, majority of them have positive attitudes towards writing research papers in the medium of English. The findings of the study suggest that having a mentor and conducting workshops to improve language skills related to writing research papers could be beneficial to develop positive attitudes towards research paper writing.

Keywords: *Difficulties, Novice researchers, Writing skills*

Utilization of Technology in Tertiary Level ESL Classrooms - An Investigation at the University of Jaffna

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Technology has become an important tool in facilitating the teaching and learning process, as the use of technology has become quite common among all the levels of students. The prompt development of information technology renders a better pattern to explore new teaching strategies and novel ideas to language practitioners to enhance teaching pedagogy. Considering this, this paper tries to examine the effectiveness of utilizing technology in the tertiary level ESL classrooms, at the University of Jaffna, employing the mixed method of qualitative and quantitative methodology. This study was carried out for one semester, involving fifty seven (57) second year students from the Faculty of Arts. Samples for the research were selected randomly from a general pool of social sciences group. A pre-test was conducted at first to test the proficiency level of the participants. Then the researcher observed the involvement of the learners in the usual classroom activities for

four weeks. After that an informal interview was conducted and questionnaires were given to the participants in order to gather more information about their preferred technology assisted teaching approaches where they would actively get engaged. From the fifth week to the fourteenth week, collaborative learning approach was implemented. Finally, a post-test was conducted to assess the progress of the participants in the English language skills Classroom observation, questionnaires, informal interviews, pretest and post-test were used for data collection. At the end of the study, a tremendous improvement was observed in the English language skills of the participants after the application of technology. Although considerable constraints were recognized, the method was found to be constructive in the context. Thus, learners can be motivated and the learning outcome can be maximized through the appropriate use of technology in ESL classrooms.

Keywords: *Technology, Language teaching strategies, Modern ESL classroom, Tertiary level, Language skills*

Encountering the Barriers to the Application of TBLT in the ESL Setting

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Second language instruction at undergraduate level is an effective process. Many methods, approaches and techniques are being used to conduct lessons in the ESL classroom by the departments of English language teaching in all Sri Lankan Universities and Campuses. This study investigated the Task Based Language Teaching method. The concept of 'task' has become an important element in syllabus design, classroom teaching, learner assessment and it has influenced educational policy making in the ESL setting. There are some barriers to the application of Task Based Language Teaching (TBLT) in the ESL setting. This study examined barriers to the application of TBLT in an ESL setting. The Department of English Language Teaching in the Vavuniya Campus conducts ESL programs at the Faculty of Business Management and Applied Science. A sample of eighty (80)

students was selected by the researcher to conduct this study. This research aimed at analyzing the barriers when the instructor is shifting the TBLT in their ESL classroom. A qualitative approach is used to check the barriers. Some barriers such as the size of the class, student's English proficiency level, students motivation, teachers' knowledge on TBLT, teachers' teaching experience and teachers' ability to use the technology were identified. The TBLT will increase the students' participation, the lesson will be more interesting to them, the instructors will know how to design the task and they will select the task according to their students' level of English. They will know how to motivate their students and monitor in the ESL classrooms. If the teachers know how to use technological equipment, it will be an added advantage in the application of TBLT. This new method of teaching proves to be effective when applied successfully.

Keywords: *Approach, Assessment, Barriers, Method, Syllabus, Task*

Do only Policy-Changes Bring Expected Outcomes to a System? A Washback Study Based on the English as a Life Skill Programme (ELSP)

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The impact of testing on teaching and learning activities has long been discussed and the policy-makers have been using the power of high-stakes examinations to positively influence teachers and learners – the chief stake-holders of teaching and learning activities – in order to implement their policy changes in the field of teaching and learning. When the high-stakes examinations produce expected outcomes, then their impacts are said to be positive washback. This study utilized the ELSP, that was introduced to the Sri Lankan Educational System with the hope that both the teachers and students might focus on speaking and listening since these two skills were going to be tested along with reading and writing. Speaking and listening skills have never been focused nevertheless included in the curriculum. This study employed a mixed method approach – questionnaire, classroom observations, document analysis and semi-structured interviews – to find out whether

the intentions of the policy-makers had brought about changes in the teachers' and students' perceptions and behaviors towards teaching and learning speaking skills and whether these changes were in line with the expectations of the policy-makers. Listening skills were not taken into account in this study. It was found that the announcement of assessment of speaking at National level had some effects on teachers and learners aligned with the intentions of the policy-makers at the time of this study. However, the intensity of the effect was minimum due to various factors other than the announced National test and a mismatch of perception among the stake-holders also hindered the expected outcomes of the change. It should be interesting to see whether the already observed changes are still persistent in the system where the research was conducted after the planned National test had never been implemented.

Keywords: *Curriculum, High-stakes examinations, Policy-makers, Stake-holders, Washback*

Competency and Attitudes of Students towards English Language at the Faculty of Allied Health Sciences, University of Peradeniya

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This paper intends to study the competency of students in English language and attitudes they hold towards the language. In addition to this, the factors affecting their competency and the impact of their attitudes towards their competency was taken into consideration. One main purpose of this research was to identify the possible co-relationships that exist between different departments of study in the faculty regarding English, and the level of competency of students in English language. The possible reasons for this trend were identified. Another purpose of this research was to identify other possible trends that exist with respect to attitudes the students hold and their competency in English. The sample groups of this research are 13/14, 14/15 and 15/16 batches of Faculty of Allied Health Sciences, University of Peradeniya. The methodology of this research is both qualitative and quantitative since it contains both qualitative and a quantitative data. Both the measures were used to produce the desired results in the most authentic and effective manner. Data analysis of the quantitative data was done using the end semester examination

results of the 2014/2015 and 2013/2014 batches. Microsoft excel was used as the data analysis tool. Qualitative data analysis was done using the questionnaire provided to students, which mainly focused on the students' attitudes towards English language. Based on the two segments of data analysis general conclusions and observation were drawn. Students in certain departments like MLS and Pharmacy seem to be more competent in English compared to students in other departments like Radiography and Nursing. Their competency in writing, reading and speaking skills varied from one department to another. It was found that the nature of attitudes students have, had an impact on the grades they obtained. Additional factors like motivation, commitment and dedication on their ability to improve the language were also significant. The concept of "Kaduwa", how students interpret this in different ways and how this sometimes negatively affects their mentality is also discussed in the paper. Further, remedial measures to improve on the existing drawbacks are identified in the research.

Keywords: *Attitudes, Competency, English language, Kaduwa, Motivation*

The Motivation of the Interest-Free Loan Scheme (IFLS) Students at CINEC to Follow the Bachelor of Arts in English Degree Programme

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Motivation is a key factor in the successful learning of any language. According to Al-Hazemi (2000), learners with a strong desire to learn a language can obtain a high level of competence in the target language. This study explored motivation as a key factor in the Interest Free Loan Scheme (IFLS) students at CINEC to follow the Bachelor of Arts degree in English. The IFLS students at CINEC are the students who were unable to secure a place in a state university although they have passed the GCE (Advanced Level) Examination. This qualitative/ quantitative inquiry focused on IFLS students who read for the BA in English degree at CINEC, aged 20 to 25 years. The data for this study were gathered via interviews and questionnaires circulated amongst 50 IFLS undergraduates. Results of this study show that the IFLS students of

the BA in English at CINEC were intrinsically motivated when they made the decision to follow the degree. The study also revealed that integrative motivation has also played a significant role when selecting the degree. The majority of the IFLS students desired personal growth and the successful entrance to the target professional and academic spheres by reading for the BA in English degree. The findings of the study also revealed that it is the extrinsic motivation with instrumental aims such as passing the semester exams, obtaining good grades for assignments and finding a career in the future in the field of study have motivated the students to continue the BA in English degree at CINEC.

Keywords: *IFLS students, BA in English, CINEC, Motivation*

Searching for Inclusivity in an Ethnically Segregated Education System: Cohesion through Bilingual Education in Post-conflict Sri Lanka

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Social cohesion is an essential ingredient of sustainable development of any country. Opposed to its national goals, the Sri Lankan public school system is ethnically segregated by the medium of instruction except for a few bi-media schools. Even within these bi-media schools, students of diverse ethnicities are divided into ethnolinguistically exclusive single medium classrooms. Nonetheless, Bilingual Education (BE: English and Sinhala/Tamil) classrooms enable students of different ethnicities to be together when they learn some core subjects through English. This paper draws from an ethnographically informed qualitative study framed through Pierre Bourdieu's Logic of Practice, and its conceptual triad at its all stages – theorizing the empirical questions, analysis and interpretation of data collected through classroom observation, focus group discussions with students and semi-structured interviews with teachers in three multiethnic BE schools in Sri Lanka, and other stakeholder institutions. Drawing data from two bi-media schools, the present paper analyses how students

of different ethnicities interrelate in the plurilingual BE classroom, how teaching/learning processes facilitate these interrelations and what ethnolinguistic orientations emerge among students through participating in the multilingual BE classroom. The findings suggest the emergence of un/less-racialized ethnically inclusive identities in students and the formation of a new collective identity largely facilitated by shared lived experiences in achieving common educational goals. This is enhanced by English as an unmarked code between the two competing national languages, Sinhala and Tamil. The heteroglossic linguistic environment also contributes to a fluidity in the students' ethnocentric identities previously inculcated through primary socialization. The findings also provide evidence of the emergence of an "elite group" based on English inside schools, which ironically facilitate supraethnic identities irrespective of ethnicity. Implications of these findings are significant to language of instruction in ethnolinguistically heterogeneous countries that grapple with social cohesion.

Keywords: *Bilingual education, English language, ethnic identity, Medium of instruction, Social cohesion*

The Disappointed Female Narrator in the Poem "My Grandmother's House" by Kamala Das

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The poem "my grandmother's house" written by Kamala Das explores the female narrator's unfulfilled desire to visit her grandmother's house for a minute escape from the domestic oppression and her personal disappointments. The objective of this study is to examine the inner turmoil in the life of the speaker portrayed in this poem. Lines from the original text and secondary materials such as research articles and books were used for the analysis. The grandmother, grandmother's house, speaker's husband and extra marital relationship were treated as independent variables whereas love, loneliness, frustration, domestic operation, and humiliation were considered as dependent variables. The study used descriptive and argumentative analytical research methods. The findings show a nostalgic

prevalence of a strong bond cemented with motherly love and affection between the speaker and her grandmother. After the grandmother's death, the speaker has become a neglected victim of loneliness, frustration and humiliation. It is evident that in this poem the domestic oppression has forced the speaker to seek an extra marital relationship. In conclusion, the house in the poem symbolically stands for her grandmother's genuine motherly love and affection. This study can contribute to develop further theories in Kamala Das's literary works in line with social disorder, sex, domestic violence and women.

Keywords: *Extra marital, Relationship, Love, Frustration, Sex, Unfulfilled desire*

3

**SUSTAINABLE
DEVELOPMENT,
ECO TOURISM,
GREEN ECONOMY**

Awareness, Attitudes and Knowledge of Green Technology among Business Management Undergraduates in Sri Lanka

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Grasping new technologies while maintaining proper environmental protection activities is essential for the society to reach sustainable development. Green technology is not a specified technology, but an eco-friendly concept which focuses on mitigating the adverse human impact on the environment. In existing literature, high implementation cost, lack of information and awareness, and lack of human resources and skills are identified as the barriers to implement green technology. The objectives of this study were to explore the awareness and attitudes towards green technology among the business management undergraduates and also to measure their knowledge on implementing green technology. Two hundred business management undergraduates were included randomly in the research sample. As the base of selecting the sample, undergraduates within a higher education institute were selected using simple random sampling method while the institutes were selected using purposive sampling method. Primary data were collected through a structured

questionnaire designed to measure the awareness, attitudes and practical knowledge on green technology. Awareness on green technology was summarized descriptively while the attitudes and practical knowledge on green technology were measured through two composite indices developed by Principal Component Analysis. Results mainly highlighted that 87 percent of total respondents were aware on green technology while the attitude index had a mean value of 0.84 which denotes the undergraduates have an overall positive attitude towards green technology. The knowledge index had a mean value of 0.36 which denotes the overall knowledge of undergraduates in implementing the green concept is poor. These results create a need of methods to uplift the knowledge of undergraduates on the theoretical and practical aspects in implementing green technology. As the students had positive attitudes, it can be recommended to incorporate green technology management as a module in the curriculum of business management degrees.

Keywords: *Attitudes, Awareness, Knowledge, Green technology*

Analysis of Profitability and Technical Efficiency of Apiaries as a Sustainable Enterprise in Adamawa State, Nigeria

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This study assessed apiculture enterprise to determine the technical efficiency and profitability in Adamawa State, Nigeria, with the aim of finding a sustainable livelihood farming business for the majority of the poor rural farming communities. A total of four agricultural zones out of six, and 108 apiarists were selected through purposive and simple random methods, respectively. Descriptive statistics, stochastic frontier production function and budgetary technique were used in the analyses of data. Findings revealed that all (100%) the respondents were males within the age range of 21-30 years (37.9%). While majority (87.0%) of the apiarists were married with household size of 1-5 persons (50.9%), most (50.9%) of them had secondary school education. A larger proportion (37.0%) had between 6 and 10 years of beekeeping experience with 41.6% earning monthly income of N11, 00-N20, 000 from other sources. Further, the findings

revealed that the apiarists were technically efficient with a mean of 89.9%, while the inefficiency estimate was only 10.1%. In terms of profitability, beekeeping in the study area was found to have had a high gross margin of N16, 800.00 and net farm income of N15, 225.97 for every beehive in a cropping season, thereby making it a highly profitable agricultural enterprise for sustainability. The major constraints to beekeeping reported in the area included beehive crops theft, high propensity of bees' stings, inadequacy of finance, rampant bush burning and deforestation, among others. It was concluded that beekeeping in the study area was found to be profitable and technically efficient. Improving beekeeping business in the area, among other things, would require its modernisation and involvement of female participants, provision of soft credit facilities and enactment of stringent forestry laws to check unwholesome forestry practices.

Keywords: Adamawa, Apiarists, Beekeeping, Efficiency, Nigeria

Assessment of Environmental Impact of Reducing Container Reposition through Algorithms Based Virtual Container Yard: A Case Study

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The container inventory imbalance results in container reposition which causes a substantial cost to carriers and creates a serious environmental issue. The virtual container yard is constructed on container exchange between carriers which is an extension to the present slot exchange of shipping lines. This needs fast and accurate decision making for every exchange activity. Algorithms have been used to aid decision-making for centuries and pre-date computers. Algorithms need data, and their effectiveness and value tend to increase as more data are used and as more datasets are brought together. In this scenario, there is no one correct solution, but there is a best possible solution, depending on what the user wants to achieve. Environmental impact created by containers is twofold. On the one hand, empty containers occupy ground space for storage for long stay thus creating environmental hazards. The distances these containers are transported without any cargo in them is the other environmental hazard. This recurrent operation generates a substantial carbon footprint. This research investigates

the benefits of operationalising a virtual container yard through algorithms. The researchers have employed qualitative methods collecting data and carried out extensive desk research. Interviews have been conducted using shipping professionals, information technology experts, port officials, employees of container yards and members of shipping associations. Although the maritime shipping is the world's most carbon-efficient form of transporting a modern ship emits 10 to 40 grams of CO₂ per metric ton of freight and per km of transportation which makes a substantial impact considering the excessive distance a container travels and amount of containers a ship carries. For example, hundred containers (20Foot) transported from Colombo to Shanghai is estimated generating 41.0147 MT of CO₂. The virtual container yard operationalised through algorithms is estimated to reduce the CO₂ by 15-20 percent which should be encouraged.

Keywords: *Container, Shipping, Environment, Virtual, Algorithm*

Farmer Perceptions on Adoption of Eco-Friendly Technologies to Reduce Chemical Fertilizer Usage in Paddy Farming in Sri Lanka

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A major constituent in paddy cultivation is known as excessive use of chemical fertilizer. Eco Friendly Technologies have been introduced as an elucidation to reduce chemical fertilizer usage while safeguarding food supply and ecosystem health. This study explores the socio-economic aspects associated with EFT in the context of paddy cultivation. Mainly it explores attitudes and perceptions of farmers on EFT (Biochar) produced through a multi-phased project funded by National Research Council of Sri Lanka. Primary data were collected from 120 paddy farmers in Anuradhapura and Kurunegala districts on farmer attitudes and perceptions linked with six key criteria related to Biochar, including; 'Regulation'; (RT), 'Cost'; (CT), 'Environment'; (ET), 'Performance'; (PC), 'Services', (SE), and 'Acceptance'; (AC). The possible effects of each criterion were written in the form of attitudinal statements (27) and supported by a 10-point Likert-scale. Biochar was evaluated against the "Most Popular" and "Best Alternative" technologies. When

the Biochar was compared with straight fertilizer, results suggested that, Biochar was "poor" on CT (0.62), SE (1.71) and AC (0.90) while it was "better" on RT (-0.05), ET (-3.24) and PC (-0.46). It expressed that, farmers were unhappy about current regulation procedures, adverse environmental effect of straight fertilizers and performance of such straight fertilizers. As results suggested, Biochar was better than SLINTEC HA Urea on all criteria i.e. RT (-0.74), CT (-0.68), ET (-1.56), PC (-0.42), SE (-0.53) and AC (-1.13). It revealed the farmers' desire to adopt Biochar as a replacement to commercially available slow releasing urea like SLINTEC HA Urea. The outcome of the analysis highlights the importance of generating private and market-based incentives for farmers as potential end-users to encourage adoption of Eco-Friendly Technologies in paddy cultivation, where the availability of related services and facilitative institutional framework will have a direct impact on the adoption of such eco-friendly technologies.

Keywords: *Attitudes and perceptions, Chemical fertilizer, Eco-friendly technologies (EFTs)*

Solid Waste Management Practices in Rural Sector in Sri Lanka: A Case Study from Madirigiriya Division

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Management of rural solid waste continues to be a major challenge and has become an important public policy issue particularly in many developing countries including Sri Lanka. Solid Waste management in rural sector (SW) has less priority in most of the developing countries in the world. To study the Solid waste management practices in rural area were the major objective of this research. The research area is located in the Meegaswewa GN Division of the Medirigiriya DS Division. Random sample was employed to collect data from households. a systematic solid waste management system for rural sector.

The total population is 2800 (564 households) in Bebiyawewa village. The study found that the people in the area dispose their waste in different ways. 56% of them burning their waste and 24% of them were burying while 15% dumping them in an open space in particularly burning polythene creates environmental problem at the rural sector. It is necessary to aware rural community to change their mindset for avoiding such circumstance and a new policy measures needed to maintain

Keywords: *Disposal, Garbage, Rural, Solid waste, Socio-economic*

Consumer Perception on Organic Chemical-Free Vegetables and Fruits

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Agriculture is the main source of our national income. In India the main occupation of working population is agriculture. About 70 per cent of the country's population is directly engaged in agriculture and allied activities. Organic farming is an agricultural practice in which synthetic based fertilizer and pesticide are not used in obtaining the production. It depends on environmentally adjusted farming standards like harvest pivot, green compost and natural waste. In developed and developing countries, consumers have become more aware on healthy organic foods. This paper intends to study (i) the consumer perception on organic chemical free vegetables and fruits, (ii) to analyze the key factors that motivate the customers to buy organic chemical free vegetables and fruits (iii) to study the market potential for organic chemical free vegetables and fruits in the Mysore District, Karnataka. In this study researcher collected primary data through in- depth interviews.

It has been concluded that health is an important reason for buying organic and environmentally friendly food, but also consumers feel organic chemical-free vegetable and fruits are more expensive than non-organic products.

Keywords: *Organic farming, Consumer perception, Fertilizer and pesticide*

Ecotourism as a Tool for Sustainability while assuring the Socioeconomic Benefits to the Community: A Case of Madurawala Village

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Ecotourism is a form of tourism which determines traveling to natural areas that conserves the environment and improves the well-being of the local people (Ties, 1990). This research investigates ecotourism as a tool for sustainability while assuring the socioeconomic benefits to the community through a case of Madurawala ecotourism village in Sri Lanka. The study was carried out by using mixed methodology and data were collected by field observation, in-depth interviews, structured questionnaires with different stakeholders. The study revealed that ecotourism has some positive impacts in supporting to alleviate poverty of the lives of the people in the community village while conserving natural and cultural sites in the area. The results showed that many tourists have shifted away from mass tourism towards ecotourism which gives experiences that are more eco-friendly, meaningful and sustainable to them. Cycling tours and vehicle tours were guided to embrace the aesthetic and fascinating surroundings of the village. Activities which were carried out by villagers as their livelihood activities can be witnessed.

Visiting the historical keselhenava temple and having homemade traditional lunch by the Kalu river were included to enhance the ecotourism experience towards a sustainable culture. Income generating livelihood activities such as traditional blacksmith, handloom weaving, clay pottery, rubber tapping made lives of the villagers more financially stable which is good for alleviating their poverty. Creating of a social network for collaboration was identified among the villagers to satisfy the tourists with genuine kindness which would ultimately result in a favorable impact. By opening doors and letting tourists come over to experience Sri Lanka is important for sustainable development in Madurawala village while assuring the socio-economic benefits to the community.

Keywords: *Community, Ecotourism, Sustainability, Socio-economic Benefits*

Importance of Human Security in Planning Development Projects in Sri Lanka for Sustainable Development: A Research Study Conducted in Uma Oya Multipurpose Project

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It is the opinion of World Environmentalists that informal human activities have a strong impact on planning development projects in Sri Lanka. A majority of environmental problems have been created through development projects and programmers relating to development projects and attention at world level has been drawn to find quick and sustainable solutions. Sri Lanka as a developing country is facing quick socio-economic problems and due to some of its unfavorable results a large number of environmental problems have propped up. Majority of those environmental problems were created as a result of unfavorable development projects and programs implemented by both government and the private sector. When finding sustainable solutions to those problems attention has been drawn to human security and environmental management based on alternative environmental policy centered on implementing such policies. Against such a background, it is an acute social problem that short term and long term development plans implemented in Sri Lanka pose a serious threat to human security. Through this study it is hoped to find the impact on human security by those development project. Under the qualitative research plan of Bandarawela, Ella area was selected as the study field to find out

how Uma Oya multi development Project caused some distress to that area. Out of the sample method, 25 people out of the distressed community, 05 officers from the Central Environmental Authority, 05 officers from Environment Conservation holds and 05 officers of the National Building Research Organization were selected. For the purpose of collecting primary data, interview and observation methods were used while secondary data were collected by the use of letters, reports, documents and the internet. The overall analysis of data was conducted using the descriptive method. One of the major findings revealed was that there was a strong impact on the security and peaceful living of the people by the Uma Oya multipurpose project. By this, people lost their lands, houses private property and Cultivated lands, destruction of water resources, agricultural and drinking water and also created health problems due to environmental pollution. When achieving modern development targets, the management of the environment and human security should be given pride of place. It is a timely requirement that when development projects are undertaken and implemented it is necessary to give priority to environmental factors, community requirements and taking into account knowledge of experts in the field.

Keywords: *Environmental management, Environmental policies, Global environmental crises, Human security, Sustainable development*

Identification of Barriers for Effective Solid Waste Management in Semi Urban Areas in Sri Lanka

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This study is focused on identification of the barriers for effective solid waste management in semi urban area in Sri Lanka. The study was conducted in Nawinna, in Maharagama Local government area which can be considered as a sample of many local governments in Sri Lanka that have been facing the challenge of managing solid waste. Not only the local governments but also the central government of Sri Lanka is currently searching for a sustainable strategy to manage solid waste as dumping has resulted in a tragic situation causing mass turmoil as well. The aim of the study was to identify the factors that obstruct effective solid waste management and to improve the intervention of local government in the process. 50 households were covered with in-depth interviews and key informants including community leaders and local government staff were used as the source of information. The major barriers for effective waste management were identified and categorized under six themes: social-cultural, financial, technical, structural, legal/policy and political barriers. Although

a sufficient budget for waste management has been allocated by the local government annually, waste collection was irregular due to limited staff capacity. Also, the management was not equipped with modern strategies of waste management adopted by developed countries. Improper waste disposal, Insufficient infrastructure, lack of communication between residents and municipal council, lack of resident's knowledge on waste separation, and weak strategic planning were identified as the other barriers for effective solid waste management. The central government should implement national waste management strategy considering geographical diversities and existing resources of local government areas. Experts in the field, external agencies and the universities should intervene in preparation and implementation of waste management strategy. Findings of the study will benefit decision making body of the Local governments, leading to better solid waste management in Sri Lanka.

Keywords: *Local government, Solid waste, Waste management*

The Impact of Environmental Performance and Per Capita Gross Domestic Product on Green Economy

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An inclusive green economy is an alternative to today's dominant economic model. Over the past decade, the concept of green economy has emerged as a strategic priority for many governments. This study attempts to examine the impact of environmental performance and the per capita gross domestic product on green economy. Research was based on the secondary data for the year 2018, covering 128 countries. Data were extracted from the World Bank, Centre for Environmental Law and Policy and Dual Citizen LLC databases. The operational methodology adopted is a multiple regression model on the variables such as Green Economy Index, Environmental Performance Index and Per Capita Gross Domestic Product. Multicollinearity, Autocorrelation and the Normal Distribution of the residuals have been checked in the pre-estimation tests. The findings of the study reveal that there is a considerable impact of environmental

performance and per capita gross domestic product on green economy. 44% of the total variance of the dependent variable has been explained by the model. Further, research proves that environmental performance and gross domestic product of the country affect positively when determining the green economy. The influence of the environmental performance and the per capita gross domestic product on green economy is statistically significant. Research highlights the necessity of increasing per capita gross domestic product while enhancing the environmental performance of the country to attain a green economy. However, this research does not observe what the high influential determinants of the green economy are. This research suggests future researchers to discover the high influential determinants of the environmental performance of a country as well.

Keywords: *Environmental performance, Green economy, Per capita gross domestic product*

Perceptions towards Sustainable Walking Paths in Urban Areas of Sri Lanka

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Providing public open spaces close to neighborhoods, such as parks and city squares is becoming impossible with the limited land resources. Developing walking paths with natural settings, is becoming interesting as they improve the mental and physical health of people. Sri Lanka recently introduced jogging tracks or walking paths on stream banks, on par with sustainable development. Researchers identified walking as a common and the best physical exercise among many residents irrespective of their age. For effective use of walking paths, it is recommended to maintain some basic attributes such as car parks, shading, quality pavement, toilets, cafeteria, garden seats, public safety etc. There is no evidence of previous studies on attributes in jogging tracks in Sri Lanka. Hence, this research focused on identifying public perceptions on attributes of walking avenues in Sri Lanka. Diyawanna Oya, Oruthota and Kiribathgoda jogging tracks were selected as cases. Data were collected using a questionnaire from 150 visitors selected through convenience sampling, during the two peak time slots. Robust

test of equality of Means and Homogenous Subsets techniques were used to analyze preference of respondents. Results reveal majority of the respondents were males of 36 – 45 age group and who works for private companies. Ranking order presents that 'safety' is first while wash rooms and shading are second. Third preference is for garden seats and cafeteria while people prefer changing rooms with reasonable payments. The study strongly recommends the policy implications on ensuring the safety and providing the preferred requirements to encourage wide-scale walking participation of the public focusing on many benefits both to the community and the government.

Keywords: *Walking paths, Sustainable development, Attributes, Healthy living, Public perception*

4

**MASS MEDIA
ENTERTAINMENT
& RECREATIONAL
ACTIVITY**

Deliberate Deception in Mass Media: A Critical Analysis of Contemporary Political Discourses Presented in Television Channels in Sri Lanka

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As promulgated by the Greek philosopher, Aristotle, Politics is a field that all the human beings are involved in. With the rise of the concept of democracy in the 18th Century, the citizens are supposed to actively contribute to the Political sphere by entertaining their political ideologies and preferences, through which they elect the representative politicians. However, in order to make rational decisions, it is essential for the citizens to have a space where they can critically discuss the current political situation of the country. As the German philosopher, Jürgen Habermas, suggests, in the 21st century 'media' has undertaken the responsibility of creating this space, which he calls, 'Public Sphere'. Yet, when considering the current political discourses presented in media, it becomes highly problematic whether the media perform their duty of transferring the authentic public opinion. Therefore, this academic analysis contains the objective of finding whether the media agencies in Sri Lanka perform the expected role. The theoretical assistance for the study is provided by the Habermasian concepts,

such as 'Public Sphere', 'Third Space' and 'Refeudalisation'. As the study takes the form of a qualitative research, one political discussion presented in a popular television channel is randomly selected in order to deeply analyse the discussion using the principles of Critical Discourse Analysis (CDA). The analysis elucidates that the political discussions presented in the media today, are not presented to inform the public, but are strategically arranged to justify the actions taken by politicians. On the other hand, the study also concludes that the Habermasian theories are applicable and accurate in understanding the strategic measures taken by the media agencies in the country, that project the main stream political ideologies without facilitating the spread of real public concerns.

Keywords: *CDA, Contemporary political discourses, Mass media, Public sphere and refeudalisation*

Media Framing of 2015 Sri Lanka Presidential Election: Content Analysis of Daily News and Daily Mirror Newspapers

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This study analyzed print media framing of the 2015 Sri Lanka Presidential Election coverage. A total of 603 news stories and editorials published in two leading newspaper "Daily News" and "Daily Mirror" published during the period of 21st November 2014 to 13th of January 2015 were selected for this study. The study considered the postulates of "Agenda Setting" and "Framing" to examine the 2015 election. The study focused on the Equivalence frame, Game frame, Interparty relation frame, Issue frame and Emphasis frame. The following questions were asked: Was there a difference in the editorial coverage of selected English newspapers? What were the dominant issues discussed in the Presidential Election coverage? Which election frame got the maximum newspaper coverage? Which newspaper performed the watchdog role regarding the coverage of Presidential Election 2015? Which newspapers favored to

which candidate, regarding his campaign leading up to the presidential election? Overall, the findings of this study revealed that the Equivalence frame was the most dominant frame used in the coverage of the 2015 Sri Lanka Presidential Election. Issues of Peace (Terrorism) and Corruption were the most discussed in the coverage of the 2015 Presidential Election. Also, the researcher investigated the consistency of editorial policy and the watchdog role played by the selected press. Newspaper coverage can have a positive or negative impact on the image of an individual. The study reveals that the two organizations framed the information differently. Media played the roles of informing, persuading, educating, and acted as the agenda setter to its audience by putting more emphasis on some issues.

Keywords: *Media framing, Agenda setting, Watchdog roll, Editorial policy, Presidential election*

Introducing an Ethical Model for Wildlife Photography/Filming with Special Reference to Sri Lanka

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Wildlife photography or filming is associated with nature and wild animals capturing them in their natural habitat. When dealing with nature and animals, photographers have to be circumspect about themselves as well as the knowledge of flora fauna and their environment. They should support to conserve and protect the nature and its wildlife. Therefore establishment of a practical ethical model for wildlife image capturing processes has been an important necessity. The model would be related to Sri Lanka. Further, it would probably be effective for any tropical country of wildlife conservation to launch their rules, regulations, or guidelines accordingly. Establishment of such a model is vital for wildlife photographers and wildlife filmmakers of tropical countries like Sri Lanka and India to follow. Also, this is the first time a study on the code of ethics on wildlife photography is done in Sri Lanka. Moreover, this study has attempted to find solutions to prevent unethical wildlife photography practices as well. The study will help to identify wildlife photography as a more theoretical subject, which would

also be helpful to academics. The model is a basic ethical approach for the inland wildlife image capturing processes. It suggests and develops some standards and framework under suitable equipment, disturbance limits, responsibilities, and many various analyses. It is consisted with suggestions and solutions to prevent unethical wildlife photography practices as well. Thus, wildlife photographers can utilize the model as a guide to their work. The model was developed through both qualitative and quantitative research methods and analysis.

Keywords: *Ethical, Model, Photography, Wildlife*

Influence of Advertising Creativity on the Relationship between Celebrity Personality and Brand Personality

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Advertising creativity is the focus of this study. The main purpose is to identify the influence of advertising creativity on the relationship between celebrity personality and brand personality in Sri Lanka. Advertising creativity is one of the Marketing Communication tools used to attract the attention of the customer and build their brand personality and celebrity personality. Celebrity advertisement is an important and frequently used marketing tool to influence the consumers' attention directly. The aim of this paper therefore is to determine the effect of advertising creativity on brand personality and celebrity endorsed personality. This study used the survey method to collect information from the respondents in Colombo and Gampaha in Sri Lanka. Cluster sampling was used to select a sample size of 200, while collected descriptive data were analyzed using the SPSS software. Correlation analysis was conducted to establish the nature of advertising creativity on the relationship between the brand personality and celebrity endorsed personality. Based on

the theoretical background and literature as well as the assumptions made by the researcher, the study formulated a conceptual framework in which five attributes of creative advertising were taken into consideration. These five attributes are uniqueness, effectiveness, Attention, values and inspiring memories (TOM). From the conceptual model the researcher attempted to build a relationship between the creative advertising, celebrity personality and the brand personality. The creative advertising was considered as the independent variable and the celebrity personality and brand personality were considered as the dependent variables. Results showed mediate significant relationship between the advertising creativity (Uniqueness, Effectiveness, Attention, Values and Inspiring memories TOM), brand personality, celebrity personality and all four hypotheses were accepted. Advertising creativity has shown mediate significant relationship in this study.

Keywords: *Advertising creativity, Brand personality, Celebrity personality, Marketing communication*



5

**EDUCATION
INFORMATION SCIENCE
TECHNOLOGY
PHYSICAL EDUCATION
HEALTH AND HEALTH
RELATED ISSUES**

Awareness of Foot Care Management among Diabetes Patients who are being Treated at the Diabetes Clinic of Colombo South Teaching Hospital

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According to the latest reports of World Health Organization, nearly four million people each year are reported to be suffering from foot ulcers worldwide. From among them more than two million are likely to undergo lower leg amputations. Foot ulcers can be easily prevented with proper knowledge and practices. Patients should be made aware on early detection, treatment methods and prevention measures of foot ulcers. Studies done in both developed and developing countries have shown that the knowledge on self-foot care management among diabetes patients is very poor. The purpose of this study is to determine the diabetes patients' knowledge, practices and attitudes regarding diabetes foot care management under early detection of foot ulcers, treatment methods and foot ulcer prevention measures. This is a quantitative descriptive study. A sample of 100 diabetes patients were selected based on non-probability convenience sampling method. A pre-tested self-administered questionnaire was used. Data collection was carried out at the Colombo South Teaching Hospital. Findings revealed that 80% (n=80) of the sample were between 51 to 60 years,

and 50% of them were employed. Only 6% had a good knowledge on foot care management under early detection and treatment methods. 40% had a moderate knowledge on foot ulcer prevention and were aware on the methods such as wearing covered shoes, cleaning the foot and close observations. 41% of the sample had good practices on foot care management such as cleaning three times a day, application of local antibiotics as a treatment method and observe the pressure points for the signs of ulcers to detect them prior. 61% of the sample had positive attitudes towards foot care management. 30% believed that washing foot at least three times a day is the best method to prevent foot ulcers and 60% believed that having foot ulcers is not a serious matter and they could be prevented. Even though the majority of the participants had positive attitudes towards foot care management most of them had a very poor knowledge and practices due to poor educational and literacy levels and aging. Foot ulcer risk could be minimized through enhancing awareness of patients via effective awareness and educational programs.

Keywords: *Awareness, Diabetes, Foot care management*

Effect of the Living Arrangement on Psychological Well-being of Older Adults: An Ongoing Study

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Different living arrangements or otherwise known as configurations have proven to affect both physical and psychological health conditions of older adults. Traditionally, within the Sri Lankan context eldercare was considered a filial responsibility and was provided within an extended family home. However, in the contemporary society several types of living arrangements pertaining to Sri Lankan older adults are being identified as: co-residence with children, living alone with spouse, living alone, and institutional living arrangements. Demographers predict that an increased demand for institutional support by older adults would be common rather than the exception in the coming decades as Sri Lankan population is aging. Therefore, the objective of this cross-sectional exploratory study was to examine the impact of two living arrangements: co-residence with family and institutional living on the psychological well-being of the older adults (60 years and above). Convenient sampling method was used to recruit 199 older adults residing in elder care institutions and 323 older adults who

co-reside with the family from Colombo district. Responses were recorded for cross-culturally validated Sinhalese versions of Carrol Ryff's multi-dimensional model of psychological well-being with six corresponding sub-scales of autonomy, environmental mastery, positive relations with others, purpose in life, personal growth and self-acceptance. Results of an independent-samples t-test have indicated a significant difference in the scores for the dimensions of environmental mastery, positive relations with others, purpose in life, personal growth and self-acceptance except for autonomy. These results have suggested that the older adults' living arrangement has a discerning effect on majority of the psychological well-being dimensions. The findings lend support to the previous research that has highlighted co-residence as the ideal living arrangement as perceived by the Asian older adults. Implications for policy makers and future research are also discussed in relation to achieving sustainable developmental goals.

Keywords: *Living arrangement, Older adults, Psychological well-being, Sustainable development*

Factors related to Overweight and Obesity among Women in Urban areas in Sri Lanka

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Overweight and obesity are physical conditions that contribute to the prevalence of numerous preventable noncommunicable diseases within the population. The objective of the study is to investigate the factors that are related to overweight and obesity. The study comprised of selected 200 females between the age group 35 - 65, who were identified as obese and overweight women at the Healthy Lifestyle Center in Weliveriya Central Dispensary (CD) during early February to late April in 2018. Quantitative descriptive design was used in this study. Selected women's BMI was calculated. A pre-test was carried out using 10% of the sample and the questionnaire was validated using expert opinion. This pre - tested interviewer administered questionnaire was used as the data collection tool. The demographic data, biological characteristics, behavioral characteristics and social characteristics related to overweight and obesity were identified from the study. Descriptive statistical tests and inferential statistical tests were performed. Ethical approval for the study was obtained from the Ethics Review Committee of the National Hospital of Sri Lanka. From the sample

of 200, 74.5% (n=151) were identified as overweight. Family history was identified in 64.5% and most overweight and obese women (82.63%) were mothers of two or more children. An association was observed between the husband's education, obesity and overweight as $p = 0.024$. An association was observed between food patterns as $p = 0.024$, walking distance per day, $p = 0.036$, shifting duty, $p = 0.017$ and sleeping hours, $p = 0.002$. Overweight and obesity have become important public health burdens worldwide as it is directly associated with morbidity, disability and mortality of people. Women should be concerned about their food patterns, physical fitness, sidestepping from the sedentary life style, avoid night shifts and sleep more hours. Further, women should be concerned of their body weight when they age. Participants should be motivated to achieve their BMI to the normal range.

Keywords: *Overweight, Obesity, Body mass index*

Impact of the Web Security Vulnerabilities of Government Websites in Sri Lanka: A Case Study of Hacking Websites of Government Authorities

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Today, Information and Communications Technology (ICT) based strategies have become more popular and an integral part over traditional communication methods in providing up-to-date reliable information and means of interaction to citizens. Government organizations in Sri Lanka use various strategies to be more citizen-friendly when providing information and services. Providing information and services through websites is one such strategy used. In this background, the problem statement of this research is as follows: most or all government organizations are investing to develop new websites or revamp existing websites with the expectation of removing difficulties faced by citizens when accessing information and services. The government web portal has listed 863 government websites but most of the websites do not maintain and update their content and the latest technology properly. At various times, several hacking incidents were reported but most of them were not published, with no investigation and no person held accountable. This can be due to several reasons. There are three objectives of

this research which consists of two main objectives and one specific objective. The first objective is to analyze the impact of web security vulnerabilities of government websites in Sri Lanka. The second objective is to find out the challenges of web security weaknesses of existing websites in Sri Lanka. The third objective is to examine web security standards of government websites in Sri Lanka. The literature review was used to analyze the most significant set of web security characteristics identified by previous researchers. Based on that, a conceptual model was developed which consisted of independent variables such as investment, quality of practice, accountability and maintenance policy while impact of the web security vulnerabilities was selected as dependent variable. Accordingly, a questionnaire was developed to collect data for the research. This research was limited to the government websites. The sample population was based on responsible parties and users such as content management team, development team, maintenance team, hosting service provider and general website users.

Keywords: *Website, Hacking, Security, Sri Lanka*

Impact of Entrepreneurship Education on graduates at the Faculty of Management Studies and Commerce - University of Sri Jayewardenepura

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To establish economic, financial and social equilibrium in a country, entrepreneurs have to contribute a major role. On the one hand, unemployment among graduates is a main issue in the country that the government needs to address. On the other, while encouraging that effort governments should enhance the scope of entrepreneurship education in state universities by creating and changing public policies to reduce the unemployment rate of the country. The aim of this paper is to review the impact of entrepreneurship education that will help promote entrepreneurship among graduates, evaluate the development of entrepreneurship intention through the university education and identify the challenges related to establishing business ventures among those who possess entrepreneurship skills. Data were collected by distributing a questionnaire adopting a quantitative method among graduates who graduated in 2017 from 12 departments at the Faculty of Management Studies and Commerce of the University of Sri Jayewardenepura. For the qualitative method, data generated by using interviews and telephone conversations with focus groups were obtained. The

findings of the study reveals the impact of entrepreneurship education on those who graduate from Sri Lankan universities.

Keywords: *Entrepreneurship education, Graduates, Skills*

Factors Influencing Student's Choice of Academic Disciplines in the Tertiary Education: A Case Study

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The rapidly changing demands of the job market are outpacing university reforms globally. Literature suggests that high rates of unemployment and underemployment among university graduates point to a mismatch between supply and demand conditions for graduate employment. With the entry of non-state higher education institutes (NSHEI), the students are now exposed to all emerging academic disciplines. However, the demand for traditional academic programs are the most popular among students thus except for leading NSHEIs others would cater to this demand for commercial benefits. This situation may expand the 'mismatch' of education in labour market thus a visibility and awareness would be the key in making right choice of academic discipline. The objective of this paper is to investigate the factors that influence the choice behaviour of students in tertiary education. The mix of qualitative and quantitative approach was used in data collection. The sample consisted of 200 undergraduate students in various disciplines and the quantitative analysis was done using partial least

squares structural equation modelling. The research identified sixteen factors influencing students' choice of academic disciplines in the tertiary education namely, student perception, employment prospects, social recognition and prestige; access to programs, compatibility and self-efficacy; learning environments; quality of teachers; course design; graduate success, cost of learning, time duration to complete the first degree, opportunities for academic advancement, availability of the teaching staff, industry specific knowledge , global trends, limited choice of programs, and popularity.

Keywords: *Education, University, Employability, Academic disciplines*

Behavior of Human Capital Investment among Government and International School Teachers in Sri Lanka: With Special Reference to the Western Province – Kalutara District

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Human capital has been playing a central role in individual and organizational performance. The purpose of this study is to conduct a comparative study of Human Capital Investment (HCI) between teachers in public and international schools. Two specific objectives of the study are to identify the factors affecting HCI between teachers in government and international schools and to analysis the impact of HCI on earnings of each group comparatively. Questionnaire method was used to collect primary data for this study conducted in selected government schools and international schools in the Colombo district. 156 government school teachers and 60 international schools teachers were selected for the sample using stratified random sampling method. Binary logistic regression model was used for the analysis of the determinants while earning function was used to see the impact of HCI on earnings. The study has found that having lower years of experiences, being a rural resident, having welfare facilities from school, tendency to follow online education programmes and reimbursement of the human capital investment by the government have positive relationship

with HCI in last five years while being a teacher of a government school has significant negative relationships with HCI. Considering the impact of human capital investment, that has significant positive relationship with the rate of return of the teachers in international schools while that is insignificant for the teachers in government schools. The study concluded that the teachers in international schools are more active in investing human capital and they are also remunerated attractively for their performances, based on their human capital investment as an incentive from the human resource management.

Keywords: *Government schools, Human capital investment, International schools teachers*

Online Harassment in Sri Lanka: Prevalence and Regulation

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With the rapid increase in the use of information and communication technologies (ICTs), and the internet over the past decade, cyber-crimes including online harassment have also risen worldwide. This paper aims to argue that despite the lack of comprehensive studies on online harassment, there is ample evidence to indicate that this problem is rampant in Sri Lanka and that it can have serious impacts on the victims, and to examine the laws in Sri Lanka that can be used to address this issue. The paper is based on a review and analysis of existing literature. To date Sri Lanka lacks comprehensive studies on online harassment and its impact on victims. However, there is ample evidence to suggest that this is a serious problem affecting the youth of Sri Lanka. For instance, the statistics of CERT on reported social media incidents including online harassment, a study in the University of Jayawardenapura, a report done by the civil society group, reveal that a significant number of youth in Sri Lanka are experiencing online harassment. Furthermore, the highly publicized cases of

leaking intimate photos and videos of certain celebrities, the body shaming incident of Sri Lankan Comic Con Cosplayers, the recent incident of 'Sri Lankan Pregnant Women' page on Facebook are evidence that online harassment is a serious issue. As many studies conducted in other countries reveal, victims of online harassment suffer various physical and psychological harm, and this is the case in Sri Lanka too. Sri Lanka currently lacks targeted legislation addressing online harassment. However, there are several pieces of legislation such as certain provisions of the Penal Code of 1883, the Obscene Publications Ordinance (No.4 of 1927) and the Prohibition of Ragging in Higher Education Institution (Anti-Ragging Act 1999) that can be used to address certain types of online harassment.

Keywords: *Online harassment, Cyber-crime, Cyber laws, Sri Lanka*

What do Adolescents and Teachers think about Sexual Education in Sri Lanka?

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Sexual education is compulsory in secondary education in Sri Lanka. Our objective was to study attitudes and perceptions regarding sexual education among University students and teachers of physical education. The study was conducted from January to May 2018. A combined quantitative and qualitative approach was employed. In the quantitative study, a face and content validated self-administered questionnaire was used. A nationally representative samples of first-year University students and teachers of physical education were obtained using stratified-cluster sampling. Qualitative study was based on the Grounded theory. Subjects were selected using theoretical sampling. In-depth interviews were conducted using a semi-structured questionnaire until saturation of themes. Initial and axial codes were generated with simultaneous analysis of the coding framework to generate theories. Thirty-one students (male: female=16:15) participated in the quantitative study. The mean age was 23.1 ± 1.6 years. Majority ($n=25, 80.6\%$) said that they did not receive an adequate sexual education from the school. Only six (19.3%) students stated that they were adequately knowledgeable

about contraceptive methods. Qualitative interviews revealed that "school teacher" was the least important source of sexual education while parents played a major role. A student stated: "no one taught me about sex, teachers think it is a disgusting topic". Of 30 teachers aged 37.8 ± 9.9 years interviewed, majority ($n=17, 56.7\%$) felt that they were "shy" to deliver sexual education. Teachers made statements: "having sex is wrong (for students)", "the syllabus should be updated", "we should teach them safe-sex rather than physiology", "awareness programmes by doctors may help to deliver sexual education effectively". We conclude that sexual education in school curriculum is not being delivered effectively. Awareness programmes for both students and teachers by healthcare professionals might help in delivering sexual education effectively.

Keywords: *Reproductive health, Medical education, Sex education, High school*

Exploring Lecturers' Praxis of, and Insights into, English Medium Instruction in State Universities in Sri Lanka

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This paper explores university lecturers' praxis of, and insights into, English Medium Instruction (EMI) in state universities in Sri Lanka. The paper exploits in-depth interview data from ten lecturers who teach subjects related to Social Sciences and Humanities at three state universities located in three different provinces in Sri Lanka. Interviewees, who encompass males, females, laymen and monks, belonging to varying age groups (from 35 years to 60 years), have a range of EMI teaching experience, and different professional and educational qualifications. Qualitative thematic analysis was utilized to uncover themes related to EMI in the verbatim transcribed recordings. Findings, albeit exhibit on average a positive gesture towards EMI, disclose a number of issues associated with it. Findings underscore the belief that EMI enhances L2 proficiency, thus create a space for job opportunities for undergraduates, and higher education and professional development for both lecturers and students. However, they also reveal that EMI is problematic mainly due to (i) low L2 proficiency level in both lecturers

and students, (ii) lecturers' inconsistent praxis in assessing students, and (iii) the shortage of training programmes on EMI. The paper will shed much light on, and provide insights into, the praxis of EMI in Sri Lanka, which has already commenced in the country without prior investigation in Sri Lankan educational milieus. Moreover, the paper adds to the existing scholarship on EMI, especially as a country, where English is constitutionally considered as the Link Language, is taught as a Second Language at primary and university level education as a Compulsory subject and where only one fifth of the population embraces an average degree of English Skills.

Keywords: English medium instruction, Interview, Sri Lanka, Thematic analysis, Universities

An Evaluation of Performance of Teacher Trainees in Initial Teacher Education: A Case Study

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Privatization and internationalization of education in Sri Lanka has created a demand for more trained teachers and this has made teacher education opportunities open for private teacher training institutes. To maintain the quality of the programme, tertiary authority registration of the relevant programme is required for the institute. Nevertheless, in order to achieve the business objectives, institutes are often compelled to attract more trainees. Therefore, they maintain a relaxed registration process specifically with regards to entry qualification of teacher trainees which will impact on quality of the prospective teachers. Objectives of the study are to assess the current levels of performance of the trainee teachers, to investigate the challenges and issues faced by the institute and to examine the impact of the tertiary authority registration process on Teacher Education Diplomas. The sample size of this qualitative/quantitative research is 90 teacher trainees. Data collection methods were questionnaire, key informant interviews and documentary analysis. According to the findings of the study, 69% teacher trainees are female compared to male (31%) trainees. Majority

of teacher trainees (55%) are between age ranges of 18 to 23 years. 69% teacher trainees are Advanced Level partly or fully qualified. Thus 63% trainees believed their performance is very good while 29% and 8% believed their performance is good and averaged respectively. However, there is no significant relationship between education and performance. Although the tertiary authority uses online platforms, the findings of the study revealed that the institute faces constant challenges due to procrastination practices and bureaucracy procedures. Furthermore, institutes struggle with the supervision of teaching practice. The study concluded that 38% trainees emphasized that performance can be improved through regular evaluation while 22% believed that they need revision. 87% trainees stated that registration of their diploma at the tertiary authority motivated them to enroll at the institute though the impact of the said authority is low on the learning teaching process.

Keywords: *Performance, Tertiary authority, Teacher education, Teacher trainees*

Association between Tobacco Smoking and Selected Occupation among Male Patients with Lung Cancer at Apeksha Hospital, Sri Lanka

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Lung cancer is a critical global health burden, which has a high mortality rate. Globally, more than 60% of cases occur each year in Africa, Asia, and central South America. Tobacco smoking and Several exposures are common in the construction industry to have shown to carry the excess risk of lung cancer. The purpose of the study was determine the association between tobacco smoking and selected occupations with lung cancer among male patients at Apeksha Hospital, Sri Lanka. A descriptive cross-sectional design was used, and purposively 120 male patients admitted to the Apeksha hospital Sri Lanka with primary lung cancer were selected for the study. An interviewer-administered questionnaire was used for data collection. Descriptive statistics and chi-square test were used to analyze data with SPSS version 23software. Ethical approval was obtained from the Ethics Review Committee of the Faculty of Medicine, General Sir John Kothalawala Defence University. The mean age of the study group was 57.89 years, and out of the 120 participants, almost all participants were cigarette smokers (n=111, 92.5%).

Among cigarette smokers 51.7%(n=62) had consumed <40 pack-years and 48.3% (n=58,) >=40 pack-years. Majority of them had occupational exposures [(cément 28.3%, n=34), (sawdust n=14.2%, n=17), (painting (n=9,7.5%), asbestos (2.5%, n=3,)]. Nearly half of the participants' occupation was industry-related (47.5%, N=57). Out of the 120 participants, majority of them(91.6%, n=110) had not used any Personal Protective Equipment during their work (PPE), There was a significant association between tobacco smoking status and selected occupational categories ($\chi=10.758$, $df =2$, $p<0.05$) There was an association between tobacco smoking and the selected occupations. Furthermore, most of the participants in this study did not use PPE during working hours.

Keywords: *Tobacco smoking, Lung cancer, Pack-years, PPE*

Measuring Socioeconomic Inequalities in Health Diseases. An Empirical Analysis Based on Sri Lankan Household Surveys

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While mortality from infectious diseases has reduced significantly over the years owing to the expansion of public health care facilities, non-communicable health diseases such as cardiovascular diseases, diabetics, cancers, asthma, and hypertension are growing health concerns in Sri Lanka. It is important to understand the socio-economic inequalities in non-communicable health diseases and their determinants in order to provide appropriate information for policy interventions. Using three waves of Household Income and Expenditure Survey (HIES) data compiled by Sri Lanka Department of Census and Statistics in 2006/07, 2009/10 and 2012/13, this study explores socio-economic inequalities in self-reported non-communicable health diseases in Sri Lanka. The survey respondents were asked if they suffered from non-communicable health diseases. Information from over 147,000 individuals, aged 20 years and over, was used for the analysis. Descriptive statistics, concentration indexes as well as regression based factor decomposition technique were used to measure the inequalities in self-reported non-communicable health disease prevalence. Results from descriptive

statistics and concentration indexes indicate that while heart diseases, hypertension and diabetics are more concentrated among the higher income people, asthma is more concentrated among lower income people. Factor decomposition analysis suggest that education level, age, rural-urban location have significantly contributed to inequalities in the self-reported non-communicable health diseases. Therefore, future health policy interventions should target to reduce inequalities in non-communicable health diseases among Sri Lankan adult population. The findings of this study suggest that an effective way to reduce socioeconomic-related health inequalities is not only to increase income and improve access to health care services, but also to focus on improvements in education.

Keywords: *Non-communicable health diseases, Health inequality, Household survey, Concentration index*

Checking the Assumptions for Using Parametric Tests in Relation to Low Socio-Economic Districts Early Adolescents' Motivation and Engagement Levels in Learning

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Low participation in learning of secondary students is a matter affirms examination, mostly in low socio-economic districts in Sri Lanka. One of the central factors contributing to this situation may be students' motivation and engagement in learning. Therefore, this study tried to find out the levels of motivation and engagement among early adolescents. Motivation and Engagement Scale-Junior School was employed to collect data. Since, confirmatory factor analysis did not give a robust factor solution, it was decided to conduct exploratory factor analysis and four factors were identified: Positive Motivation (PM), Positive Engagement (PE), Failure Avoidance and Anxiety (FAA), and Uncertain Control (UC). It was decided to identify their motivation and engagement levels according to these factors using parametric tests. This paper discusses the findings when checking the assumptions of parametric tests. In relation to the assumption of normality, the results of the normality test using skewness and kurtosis was checked; all the scales showed substantial normality. This is further evident

from the histograms and box-plots for all the scales. The PM, PE, and FAA scales show results from tests of homogeneity of variance based on gender. Only PM and FAA scale variances demonstrated homogeneity of variance for ethnicity. The test based upon grouping by school indicated that only the PM scale possessed homogeneity of variance. Of the four basic assumptions, normality, data type, and independently distributed errors were fulfilled; the assumption of homogeneity of variances was not. Therefore, it was decided to conduct parametric tests and non-parametric tests. Accordingly, t-tests were conducted on all the scales in relation to gender and ethnicity, the PM and FAA scales were considered for analyses in two-way MANOVA and follow-up two-way ANOVA. In one-way ANOVA, only the PM scale was considered for analyses. Kruskal-Wallis H tests were conducted for PE, FAA, and UC scales.

Keywords: *Engagement, Low socio-economic districts, Motivation, Assumptions of parametric tests*

Issues Faced by Teachers Relating to the Suitability of Achievement Test in Geography

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The most basic purpose of educational evaluation is to determine the achievement level of each student in each particular subject. Achievement test conducted at school level, zonal level as well as provincial level is used to evaluate the achievement of students in each subject. Therefore, educational evaluation holds a prominent role in the teaching learning process and it is an important factor for both teachers and students since knowledge and skills of a student is evaluated through it. But there are issues with regard to the suitability of each test. Therefore, two objectives have been identified in this study, the identification of issues faced by teachers when conducting examinations and evaluating the answer papers of achievement test for Geography at provincial level for grade 11 students. As the sample, 25% of Geography teachers were randomly selected using proportionately stratified sampling method from the population of 168 teachers. Data collection was completed through questionnaires and interviews. Both qualitative and quantitative data analysis methods were used in this study. 50% of the selected sample has expressed that lack of teachers, issues occurred due to

the environmental factors, insufficiency of aids like maps, poor management of time and the weakness of following instructions by students as prominent difficulties for conducting examinations. In addition issues of the clearness of hand writing, issues in answering for the sub parts of major questions, facing physical and mental issues during the time of marking answer papers were identified as major difficulties in evaluating papers. It was revealed that 49% of the sample encountered at least one of the above issues when evaluating answer papers. Therefore, essential strategies should be taken to coordinate and supervise in preserving the suitability of achievement test of the students in Sri Lankan education system.

Keywords: *Achievement test, Suitability, Educational evaluation, geography, Provincial level*

A Study on the Challenges Faced by the Undergraduates when Using Technology in French Language Learning at University of Kelaniya

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The use of technology in language learning can play an important role. This study attempts to find out whether using technology for French language learning in lectures makes a significant change in students' motivation and participation and whether it makes a positive impact on language learning. To collect data for the research, a total of 15 students studying French language at University of Kelaniya were selected. The researcher followed a mixed methodology by using questionnaires and interview questions for data collection. Later, the collected data were analyzed. The results revealed that, even though the lecturers who use technology in the French language lectures succeed in getting the attention of the undergraduates than those who do not use technology in their lectures, the use of technology and Internet in the lectures limits the thinking capacity of the undergraduates by restricting them to what they see and hear on Internet. It is found out that this situation hinders their creativity and thinking. Moreover, it is proven that the undergraduates tend to skip most of the lessons that are easily

accessible to them online through different websites thus making them inattentive in classrooms. In conclusion, the study shows that use of technology in French language learning does not create a positive impact on language learning. Based on the findings, it is recommended that the usage of Internet and technology in French language learning should be done with a certain limit in order to make students actively participate in the lectures and not to restrict their creativity.

Keywords: *Challenges, Limitations, Language teaching, Technology*

National Prevalence on Drug use Population in Sri Lanka : A Cross Sectional Study

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Generating reliable evidence on the extent to which the population is using drugs can provide the evidence base required to ensure effective and responsive planning of drug prevention, treatment and care services. The objectives of this survey were to provide estimates of extent of drug use, identify socio-demographic factors of drug users including the patterns of drug use and to develop policies and programmes addressing drug demand reduction efforts. Highly stigmatised and illegal behaviours, such as drug use, can be extremely challenging to survey. Since any single direct or indirect method has inherent limitations in reliably estimating drug use prevalence, a multi-faceted approach was adopted where several methods were combined such as head counting of target population (direct method) and Benchmark-multiplier and Capture-recapture method (Indirect). The survey was carried out in Islandwide. Cannabis is the most commonly used illicit drug, with a prevalence of 1.9 % (301,898) of the total population of above 14 years. The vast majority of users were men, out of the total cannabis users 4736 were females and 297,162 were males. Out of the total cannabis users, 59% (178,643) were daily

users and other 41% (123,255) were occasional users. Prevalence of cannabis use was 19,000 per 1,000,000 populations in Sri Lanka. An estimated 92,540 or 0.6 % of population of above 14 years are heroin users in Sri Lanka. Heroin use among male population (above 14 years) is 1.2% (91,053) and among female population (above 14 years) is 0.017 per cent (1487). Out of the total heroin users, 1487 were females and 91,053 were males as majority of users were men. There was a huge difference between daily heroin users (77% n=70,862) and occasional users (23% n= 21,678). The prevalence of prescription opioids misuse is considerably high with 0.15% of the above 14 years population having used these drugs for non-therapeutic purposes and without seeking advice of a doctor prior to use. An estimated 39.4 % (3,012,158) and 31.1 % (2,380,546) of male population (above 14 years) are alcohol and cigarette users respectively. The highest prevalence of drug use was found in Western province and Colombo district. The highest proportion of use both legal and illegal drugs was found among above 18 years population. Polly drug use is common among drug users.

Keywords: *Legal drugs, Illegal drugs, Opioids, Prescription drugs*

The Relationship among Personality Types, Learning Preferences and the Field of Study (A Study Based on the University of the Visual and Performing Arts)

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Academic success of students occurs when teaching and materials successfully address the learning methods or strategies stem from personality differences. Unlike in secondary education, this type of awareness can be possibly encouraged in a university setting. This research was conducted with the objective of finding the personality types alongside the field of university education and the learning patterns and preferences. The Myers-Briggs Type Indicator (MBTI), which discusses 16 distinctive personality types was used as the core questionnaire. It has been further connected with Keirsey's four different temperament styles. The Goley's Learning Patterns (LP) were brought in to determine the student learning preferences. A relationship has been created among the field of study, personality type and learning patterns. Initially, the MBTI questionnaire was circulated among 120 first year undergraduates of University of the Visual and Performing arts and then Keirsey's and Goley's classifications were linked. Since this study focuses on the Performing arts sector, thirty-five undergraduates from each Music,

Dance and Drama faculties have been used as the sample. According to the results, out of 35 undergraduates of the Music faculty, the majority (10) belongs to ESFJS personality type, in the Dancing field, a majority of ten belongs to ENTP type while, a majority of eight Drama undergraduates has ENFP personality type. When they and Keirsey temperaments are compared, ESFJs are providers, ENTPs are inventors and ENFPs are champions. Furthermore, when the above results are connected with Goley's LP styles, Music undergraduates are Actual-Routine Learners (ARL) and Dance ones are Conceptual-Specific Learners (CSL) whereas Drama field has Conceptual-Global Learners (CGL). When the descriptions of each personality type and LPs are observed a list of learning patterns and preferences can be gathered which can be used in designing teaching methods and materials effectively and efficiently.

Keywords: : *Field, Learning, Personality, Patterns, Temperaments*

Knowledge and Practices Regarding Dental Care among Pregnant Mothers in Antenatal Clinics of Colombo South Teaching Hospital

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Dental health, quality of pregnancy and the growth of fetus are linked factors. Therefore, mothers need better understanding of dental care. The Colombo South Teaching Hospital (CSTH) was selected for the study as mothers from various MOH areas attend the clinics in the hospital. The objective of the study was to assess the knowledge and practices on dental care among pregnant mothers in antenatal clinics. This study was a descriptive cross-sectional study. The data were obtained from 150 subjects selected randomly by lottery method. An interviewer administered questionnaire was used. Ethical approval was obtained from the Ethics Review Committees of the University of Sri Jayewardenepura and CSTH. Although many participants have average knowledge (84.7%) of dental care, only 21.3% have adequate practice of dental care. More than half of the subjects brush their teeth twice per day (74%). Most of them brush their teeth before going to bed (46.3%) and in the morning before breakfast (41.3%), but in the morning after breakfast it is only (6%). More than half of the participants do not have knowledge about the dental floss (81.3%). Many of the mothers' (81.3%), the duration of using

the toothbrush was three months. No significant association was found with age or educational level. In conclusion most participants have good knowledge but do not use it in practice. Most people do not have idea about flossing which is necessary to improve oral hygiene.

Keywords: *Tooth floss, Dental health, Dental practice*

Amelioration of Ccl4 Induced Hepatic Damage in Rats by Encapsulated Unripe Fruit Extract of Aegle Marmelos in Polymeric Nanoparticles

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Efficacy of encapsulated unripe fruit extract of *A. marmelos* in polymeric nanoparticles against carbon tetrachloride (CCl₄) induced liver damage was investigated in rats. The aim of the present study is to investigate the effect of aqueous extract of encapsulated unripe fruit extract of *A. marmelos* in polymeric nanoparticles (AM-PNPs) on carbon tetrachloride induced hepatotoxicity in albino wistar rats. Various biochemical parameters were altered after intraperitoneal administration of CCl₄ for single administration. These parameters were recovered significantly by the treatment with AM-PNPs at 25mg/kg, 50mg/kg, 75mg/kg and 100 mg/kg for once only in dose dependent manner. Apart from these, also the histopathological changes were showing the shielding characters of the AM-PNPs against CCl₄ encouraged necrotic injury of hepatic tissues. In conclusion, AM-PNPs results

showed more recovery, hence AM-PNPs may able to cure the hepatic damage of liver from the toxicity in rats model induced CCl₄ and it is also likely to be mediated through its antioxidant activities, to be suggested from all the data.

Keywords: *Hepatoprotective, Aegle marmelos (L.) corr, Carbon tetrachloride*

Therapeutic Efficacy of Hepatoprotective Activity of Aegle Marmelos (L.) Corr. Fruit Against Carbon Tetrachloride Induced Damage in Rats

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In present scenario, researchers are focus upon plants world wide Aegle marmelos (L.) Corr. (A.marmelos) is a medicinal plant which belongs to the Rutaceae family and generally known as wood apple tree. It has lots of medicinal properties to cure many diseases. All part of A. marmelos have been utilized in remedy for its therapeutic values such as anti- microbial activity, anti-inflammatory, antipyretic, anti-convulsant, anti-fungal activity and protective activity. Motive of this present study is to examine the hepatoprotective activity of aqueous extract of A. marmelos fruit at different doses that persuaded toxicity in rats. Various blood and tissue biochemical parameters were altered after the administration of CCl₄. These parameters are significantly recovered with the therapy of A. marmelos aqueous extract at varient doses in dose

dependant manner. In conclusion, the aqueous extract of A. marmelos may be able to cure the hepatic damage against CCl₄ induced toxicity in rats.

Keywords: *Hepatoprotective, Aegle marmelos (L.) corr., Antioxidant activity, Carbon tetrachloride.*

Privatization of Health Care and Rural Poor: A Study in Udupi District of Karnataka

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Privatization is an act of reducing the role of government or increasing the role of the private institutions in society to satisfy the need of the people: it means relying more on the private sector and less on the government (Sanjeev Davey, 2014). The present study deals with the privatization of health care and the rural poor. The objective of the study is (i) To understand the pattern of use of the private and public health care by people (ii) To know the reason and impact of the using private health care facilities. The study used both qualitative and quantitative approaches. Convenient sample method was used to select the sample. For collecting the data, an interview schedule was used. The results of the study show that nearly 70.4% of people are referring the private health care. According to opinions it finds that private

hospital treatment is comparatively better than the government hospital. The study shows that the shortage of government health care institutions and lack of health care facilities in government hospitals have forced people towards the private health care system.

Keywords: *Health care, Privatization, Cardio-vascular, Allopathic medicine, Insurance*

Opinions of Teachers on the Issue of Climate Change through Sri Lankan Secondary Education Geography Curriculum

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Climate change is one of the most problematic environmental issue facing the whole world. The issues and impacts of climate change reflect the interdependence of people and environment. Climate change refers to significant changes in global temperature, wind pattern, precipitation and other measures of climate that occur during a longer period. These issues have made a negative impact on development of the country such as tourism, food supplies, health, trade and environment. Geography as a subject in the curriculum contributes greatly to the understanding of climate change and the impact of climate change on environment. The major goal of this study was to investigate opinions of teachers on the issue of climate change through Sri Lankan secondary education geography curriculum. It adopted mixed methods and used a random sample. The sample was 40 geography teachers, 15 principal and 2 geography curriculum designers. Research instruments were literature surveys, focus group discussions and questionnaires. The findings of the research shows that the secondary education geography teachers were doubtful whether the lesson content

reflects the climate change. Teachers on the other hand feel that they do not have opportunities to update their knowledge. Therefore, teachers cited challenges like lack of proper training on teaching about climate change. In addition, they were of the view that a shortage of teaching resources on climate change education and unsuitable learning outcome measurements on climate education also are problems for teachers. All the teachers in the sample supported the integration of climate change into the geography curriculum. The study suggests that a training for teachers on climate change education both at in-service and pre-service level and providing the required resources.

Keywords: *Climate change, Curriculum, Geography*

The Role of the Principal in Improving Teaching and Learning in Mathematics Classrooms at the Junior Secondary Level of Education in Sri Lanka

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Research indicates that support from the principal and other administrators at the school and other levels of education are pivotal in reforming teaching and learning in the classroom. This paper analyses the views of a sample of principals on their role of supporting the Mathematics teachers at the junior secondary level of their schools to improve teaching and learning. Key question addressed in this qualitative interview study is 'How do the principals of schools view the support that they provide to the teachers to improve teaching, learning and students' achievements in Mathematics classrooms?' Interviews were conducted with principals of a multi-staged cluster sample of 50 schools in the Central Province using a semi-structured interview schedule. A theoretically informed analytic framework based on theories of transformative and instructional leadership was used to analyse interview data. An emergent theme in the analysis of the views of the principals is that they focused more on managing the instructional programme. The activities in this category confined to providing facilities requested

by the math teachers such as quality inputs etc. Supervision and evaluation of instructions and monitoring of students' progress were reported rarely. There were few activities related to promoting school climate and they focused on supporting professional development by encouraging teachers to attend in-service training sessions conducted by different authorities and School Based Teacher Development programmes. The analysis suggests that the majority of principals in the sample had a limited understanding of their roles of instructional/transformational leadership. Moreover, their view of the support that they provide to the mathematics teachers are shaped and guided by contextual demands arising from educational authorities, parents and the school community and the examination oriented education system rather than their own educational vision.

Keywords: *Instructional leadership, Junior secondary level, Mathematics learning, Principal's*



6

**ACCOUNTING
MARKETING
MODERN MANAGEMENT
FINANCE
HUMAN RESOURCE
DEVELOPMENT**

Impact of Internal Audit Practices on Satisfaction of Administrators: A Comparative Study between University of Peradeniya and University of Jaffna, Sri Lanka

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Internal audit plays a major role on overall performance of the organization. Generally internal audit involves with monitoring of internal control, examination of financial and operation information, review of efficiency and effectiveness of operation, review of compliance with laws, regulations, other external requirements, management policies and system. The main purpose of the study is to find out the impact of internal audit practices on satisfaction of administrators in University of Peradeniya and University of Jaffna, Sri Lanka. Primary data was collected from administrators (academic and non-academic administrators) through developed 5 point likert scale questionnaire. This study considered the administrative system review, legal compliance, control on assets usage, control on purchase & procurement and control on payment, research grant & allowance under internal audit practices of Universities. Descriptive analysis revealed that most of the internal audit practices are at moderate level based on administrator's satisfaction in both universities. Internal audit practices on administrative system review are below moderate level in both universities. Correlation analysis confirmed

that there is positive significant relationship between internal audit practices and satisfaction of administrators in above universities. Regression analysis confirmed that there is positive significant impact of internal audit practices related with administrative system review, control on purchase & procurement and legal compliance on internal audit quality in University of Jaffna however there is no significant impact of internal audit practices on administrator's satisfaction in University of Peradeniya. According to the findings of the study, the top management of both universities and the government should improve internal audit practices in state universities as they have to improve the internal audit practices related to the administrative system review.

Keywords: *Administrators, Internal audit practices, Satisfaction*

Impact of Supply Chain Integration towards Organizational Performance - with Special Reference to Rubber Products Manufacturing Firms in Sri Lanka

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Since the global market place thrived upon the supply chain elements that are vastly and geographically displaced, the effective integration of these elements was seen crucial in achieving the global competitiveness. Hence, both practitioners and researchers consider the Supply Chain Integration (SCI) as an integral contributor towards the success of the Supply chain management strategy. The present study employs the universalists rationale that implied that there is in fact a relationship between the SCI dimensions and the organizational financial and non-financial performance. Further, the study focused on the integrations on both internal and external domains through evaluating the key dimensions identified under SCI; information sharing and the operational coordination. Using data collected through a self-administered structured questionnaire from 50 rubber manufacturing companies in Sri Lanka, the study finds evidence for significant positive impact of operational coordination and the information sharing aspects of the SCI towards both organizational financial and

non-financial performance. The analysis of the study further revealed that rubber manufacturing companies with frequent and effective information sharing practices among the key supply chain partners generate relatively higher financial and non-financial performance while the companies with frequent and effective level of operational coordination generate relatively lower non-financial performance. Hence, the results of the study suggest companies could leverage the nature and the extent of the information shared to increase the financial returns generated. A higher level of relevance results in efficacy and effectiveness of the information shared business organizations enabling an enhanced level of financial performance. Therefore, the business strategy could include more resources dedicated towards the information sharing while relative low focus is being made on the operational coordination.

Keywords: *Information sharing, Operational coordination, Organizational performance, Supply chain integration*

The Effect of Financial Management Practices on Financial Performances of SMES in Sri Lanka (With Special Reference to Gampha District)

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Efficient financial management practices are considered as important tools for the small and medium enterprises to gain profitability, survival, insolvent and growth. The objective of the study is to determine the effect of financial management practices of small and medium size enterprises in Sri Lanka on their financial performances. Financial management practices are indicated by working capital management practices, investment management practices, financial planning practices, financial reporting and analysis practices and accounting information system. Financial performance is measured by using two dimensions which are return on assets and return on investment. Through the simple random sampling method 60 SMEs which operate in the Gampha district in Sri Lanka were selected and data were collected through personally administered questionnaires. Descriptive, correlation and multiple regression analysis were used to analyze the data. According to the results of study working capital management practices and financial planning practices reflect positive relationship with financial performance of SMEs. It implied that increasing working

capital management practices and financial planning practices are reasons to improve the financial performance of the SMEs. However investment management practices, financial reporting & analysis practices and accounting information system had a negative relationship with financial performance of SMEs. According to the findings, the researcher concludes that application and integrating financial management practices are reasons to improve the financial performance of SMEs. The study recommended that owners of SMEs should pay high attention to financial management practices when it operates, formatting decisions and strategies and government and other regulated authorities should formulate appropriate policies and provide facilities for successful implementation of financial management practices in SMEs in Sri Lanka.

Keywords: *Financial management practices, Financial performance, Small and medium enterprises (SMEs).*

Analysis of the Awareness on Bounce Controlling Bra in the Sri Lankan Market

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When women are engaging in physical activity, breast bouncing is a significant problem they face which leads to injuries like breast sagging and long-term pain due to excessive motion. As a solution the apparel industry developed bounce control bras (BCB) in various impact levels. Though BCB has created a substantial demand worldwide, it hasn't gained popularity in the Sri Lankan market (SLM). By focusing on the above-mentioned gap, the main objective of this study is to identify the awareness level towards BCB in SLM. The study was planned in two phases; the first phase was based on random sampling technique to identify the general awareness level and the best sample category for further research. Second phase was based on focus group analysis through self-administered questionnaires which were derived from the results obtained from phase one and face to face discussions. Throughout the study, it was evident that, there's a knowledge gap between SLM and BCB. Furthermore, it was apparent that less awareness and product experience affected the current buying behavior, meanwhile personal factors

didn't have a major impact. It was evident that consumers are focused on factors like durability, comfort and fit. Moreover, it was revealed that women are using low impact BCB for a better fit and comfort level since their regular bras doesn't meet their satisfaction level. Unmotivated consumers due to less influence from the industry and sport organizations were also highlighted as reasons for insufficient information about BCB in SLM. It can be concluded that targeting Generation-Y athletes is a good marketing move, meanwhile focusing on developing low impact bras to use as a regular bra for general consumers will provide ample market opportunities for local manufacturers.

Keywords: *Awareness, BCB, Buying behavior, Consumer, SLM*

Fair Trade to Reconnect the International Business with Society: A Case Study

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Fair trade has been a buzzword in socially conscious businesses with the objective of answering to the well-known critique of inequality among the value chain partners in international business. This notion has integrated the marginalized producers and their network in the global South with the ethically minded consumers in the global North through moral initiatives. Accordingly, this paper intends to examine how the business and society is reconnected and benefitted through fair trade initiatives. This study was conducted using a qualitative embedded single case study design following the interpretivism philosophy. The case study is a unique organization which practices fair trade in handloom industry situated in Kurunegala in Sri Lanka by connecting with rural women as employees and sub-contracting small scale entrepreneurs. Secondary data was collected through company documentary evidence including the company web site and the primary data by conducting in-depth semi-structured interviews with the Managing Director, employees and sub-contractors and they were selected

by using judgmental sampling method. Data analysis was completed using transcription, summary and keyword formulation. Researcher constructed a cross-tab analysis at the end to uncover the patterns for each theme. Findings have shown that fair trade has enabled the selected organization to connect with the global market with higher value addition compared to their traditional business approach followed in the beginning. They also created an innovative culture through enhancing competencies of employees due to fair trade engagement. Particularly, this has enhanced the collectivism among the organization, employees and sub-contracting small scale rural suppliers due to the higher prices, wages and stable employment. Organization has even expanded their social responsibilities towards its employees and sub-contractors through various ethical initiatives. Therefore, fair trade has enabled the marginalized communities to engage with employment to enhance their capabilities while developing equitable and sustainable business relationships.

Keywords: *Case study method, Fair trade, International business, Social responsibility, Sustainability*

Investigating the Impact of the Direct Supervisor's Leadership Style on Machine Operator's Retention Intention in Sri Lankan Apparel Industry

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Human resources are the life-blood of any organization and long-term health and success of any organization depends upon the retention of key employees. As far as machine operators in Sri Lankan apparel industry are concerned, there is a high turnover among them. Generally, a high turnover results in low retention rate. There are several affecting factors related to this.. Those are salaries and wages, working environment, workplace satisfaction and bonuses. In addition to these factors there are other factors which affect employee retention. That is, the direct supervisor's leadership style. This main purpose of this study is to investigate the impact of direct supervisor's leadership style on machine operators' retention intention in the Sri Lankan apparel industry. The population of the study consisted of approximately 450000 machine operators and a sample of 383 machine operators were selected by using the krejcie and morgan (1970) table. Simple random sampling technique was adopted in the selection of the sample and the research studied the impact of autocratic, democratic and laissez faire leadership styles of the direct supervisor on machine operators' retention in the

Sri Lankan apparel industry by using a questionnaire. According to the findings, there was a negative relationship between autocratic leadership style and laissez faire leadership style with employees retention intention and a positive impact of democratic leadership style on employees retention intention. Finally it is concluded that as far as Sri Lankan apparel industry is concerned democratic leadership style is better to use by the direct supervisor's in order to retain the machine operators within the organization.

Keywords: *Apparel industry, Direct supervisors leadership styles, Machine operators, Retention*

Online Shopping Trends among the Students of Rajarata University of Sri Lanka

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At present, consumers have identified online shopping as very convenient compared to traditional shopping. As a result, a huge amount of shopping is done via the Internet. Purchasing items through the Internet has rapidly increased in Sri Lanka over the last two decades. The main objective of this study is to understand the online shopping trends among the students of Rajarata University. Survey method was used to collect data with a valid and reliable questionnaire. 90 questionnaires were equally distributed among three faculties namely, Faculty of Technology, Management Studies, Social Sciences and Humanities. According to the Major findings of the study, Majority of the respondents who engaged with online shopping was from the Faculty of Technology. Respondents from the Faculty of Social Sciences and Humanities were least engaged with online shopping. Respondents have mentioned that cash on delivery is the convenient method of payment rather than other methods of payments. Major drawback of online shopping was the delivery time period to

Mihintale, which was highlighted as a time consuming process compared to Colombo and suburbs. Some of the respondents were not satisfied with the quality of the items delivered by some online sellers. Similarly, They were not satisfied with the return and cash back policy as well. In conclusion, Students of Faculty of Technology, Rajarata university of Sri Lanka often engaged with online shopping. According to the main suggestion, online customer and seller relationship needs to be developed and well monitored throughout the process.

Keywords: *Cash back, Delivery, Online, Return policy, Shopping*

Employee Retention Strategies and Production Function's Performance: A Case Study of ABC Biscuit Company

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This research paper focuses on different employee retention strategies identified by reviewing literature and in-depth interviews with five key personalities in the managerial level of the ABC Biscuit Company. The study was carried out by following the quantitative approach. There are seven employee retention strategies which influence an organization's production functions performance including company bond, effective leadership style, recognition and rewards, welfare benefits, health and safety practices, training and development opportunities, and communication system. The selected sample included 100 respondents out of 2450 total operational level work force. Simple random sampling method was used to select respondents by adhering to the ABC Company's nominal role as the sampling frame. Data analysis was carried out using SPSS version 22. Cronbach Alpha of overall items was 0.908 while individual items were within the threshold of 0.910 - 886 shows the reliability of the data set as above 0.7. KMO and Bartlett's test value was 0.878. $P < 0.001$ showed the data set as significant. Bivariate correlation was carried out. Further, during the principle component analysis with the component

matrix it indicated recognition and rewards, welfare benefits and training and development opportunities as the major employee retention strategies. Multiple regression analysis found R squared value was 51.3% of variance which insists a 51.3% production functions performance depending on employee retention strategies emphasized in the research. Since the R squared value is moderate, the study eliminated invalid items in the sample and the results gained 65.1% of the retention strategies influencing the production functions performance. All seven independent variables were unstandardized coefficient values of 0.41, 0.065, 0.115, -0.19, 0.050, 0.110, 0.338 respectively. In the later part of the discussion of hypothesis testing part identified out of seven hypotheses, six alternative hypotheses were rejected and only one hypothesis was accepted. This research proposed that communication system has a positive impact on production function performance ($r = .452$, $t = 3.033$, $p = .003$) and its null hypothesis was rejected. Therefore, there is a relationship between communication system and production function's performance in ABC biscuit company.

Keywords: *Employee retention strategies, Human resource practices, Production function's performance*

The Impact of Interior and Exterior Design of Shopping Mall on Consumer Purchasing Intention- A Case Study of ODEL, Sri Lanka

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This research paper aims to identify the interior and exterior design of shopping mall and consumer purchasing intention. In today's competitive retail industry, it is harder than ever to reach a target segment and sell a particular brand or a particular product to that segment. Therefore, retailers need to pay special attention to all elements of their retail mix which includes store design and atmosphere. Literature found that the interior and exterior design factors play a significant role in consumer purchase intention. The retail industry has grown in leaps and bounds, over the past decade. Researchers were interested in investigating the factors influencing the purchasing intention of consumers in one of the leading retailing outlet- ODEL in Sri Lanka. The main objective of this study is to identify the interior and exterior design of shopping mall and the consumer purchasing intention. Although the role of retail environment affects the consumer purchasing intention, it is to be proved with adequate evidences. Therefore, researchers used the qualitative case study method with interpretive analysis to find the richness of information. The data were collected

through a semi-structured questionnaire, participant's observation and interview from 50 regular customers of ODEL outlets in Colombo city. The findings show that there are several interior and exterior design factors play major role in the purchasing intention of consumers at ODEL shopping mall. Temperature in mall is considered as the most influential factor among the other factors of flooring, colours, lighting, scents, sounds, fixtures, merchandise, and cleanliness. Subsequently, the entrance of the mall plays a major role among the other exterior design factors such as display windows, physical characteristics of the building, surrounding area and parking. It was also found that compared with the exterior designs, the interior design was considered the most powerful and determining factor to the purchasing intention of buyers. It is recommended that the ODEL should adopt the modern interior and exterior designs with the help of modern technology and based on the luxury concept they must focus on outdoor windows, outdoor display and outside landscaping for attracting more consumers and practice a successful marketing.

Keywords: *Exterior design, Interior design, Interpretive case study method, Purchasing intention*

Modeling a Transformation Strategy to Enable Organizational Innovation for Sustainable Competitive Advantage

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Innovation is increasingly becoming the most determinant factor for organizational performance and survival (Anderson et al, 2014; Ramos et al, 2016). Therefore, organizations must innovate to generate sustainable competitive advantage (Brown and Eisenhardt, 1995; Mandel, 2004). Especially for organizations that operate within the ICT industry, innovation is not just an aid but it's a necessity. However, despite the increasing importance of innovation, various studies across countries have identified that majority of the firms never engage in any type of innovation (Huergo and Jaumandreu, 2004; Harrison et al, 2014). Therefore, this study attempts to explore the organizational factors in enabling product innovation, process innovation and managerial innovation at the national telecommunication service provider of Sri Lanka. The main objective of this study is to explore the factors of market oriented organizational culture, organic organizational structure and transformational leadership that enable organizational innovation for sustainable competitive advantage at the national telecommunication service provider of Sri Lanka. The research methodology of this

study includes a positivistic philosophy, hypothetico-deductive approach, survey strategy, cross sectional time horizon, quantitative and qualitative data collection, total population of 100 ICT employees, sample size of 80 ICT employees and univariate, bivariate and multivariate data analysis. Based on the findings, it is evident that all ten factors that were examined in this study are effective in enabling organizational innovation. All ten factors were ranked based on their strength and significance in enabling organizational innovation. The ranking was mainly based on the beta value because it is considered to be more reliable compared to correlation. The rankings are as follows: Intellectual Stimulation (beta - .893), Inspirational Motivation (beta - .853), Decentralization (beta - .821), Individualized Consideration (beta - .778), Inter-Functional Coordination (beta - .424), Idealized Influence Attributed (beta - .295), Idealized Influence Behavior (beta - .281), Competitor Orientation (beta - .269), Customer Orientation (beta - .241), Open Flow of Information (beta - .053).

Keywords: *Innovation, Management, Product, Process*

Barriers towards Academic Entrepreneurs in Sri Lanka

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As a developing country, Sri Lanka's future in the global knowledge economy greatly depends on its intellectual and human capital and demands close linkages between academia, industry, and government for advanced research. Therefore, academic entrepreneurship has been recognized as an essential phenomenon of country's economy. Becoming an entrepreneur is a choice of academics in addition to their traditional roles which are teaching and conducting research at universities. However, academics' involvement in businesses is still in a premature state in Sri Lanka. Therefore, intentions of this research were to reveal barriers towards academic entrepreneurship in Sri Lanka and compare those with hindrances revealed from literature based on other countries. In this research, academic entrepreneurship was defined from a broader perspective which includes research-related academic entrepreneurship activities and company creation activities. Data were collected through interviews from thirty lecturers in three state universities of the country and presented narratively. Finally, number of years in academic career, rigidity of administrative procedures, lack of

resources, career promotions, lack of entrepreneurial knowledge, personal attitudes and industry commitment were identified as major barriers that hinder academics' entrepreneurial works in Sri Lanka. The research has further discovered which barrier is related to research related entrepreneurial activities or company creation activities. Faculty members' personal attitudes act as a barrier for company creation activities and industry commitment mostly creates barriers towards research related entrepreneurial activities while all other found barriers commonly hinder the academics' involvement in both types of entrepreneurial activities. Findings related to the seniority in the position were partially agreed with the prior research findings. All other revealed barriers strengthen the existing findings from prior research based on other countries. Furthermore, this study was able to specifically recognize the relationship between the size of the industry firm and barrier towards the academic entrepreneurship in Sri Lanka.

Keywords: *Academic entrepreneurs, Barriers, Sri Lanka, Universities*

Factors Affecting Career Success of Executive Level Women Employees in Apparel Industry in the Kurunegala District, Sri Lanka

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Statistics show that the majority of Sri Lankan population are females. The majority of the labor force employed in apparel industry in Sri Lanka are represented by women. However, most of the women are working as operational level employees and there is a lack of women participation in the middle level and the top managerial positions in the Sri Lankan apparel industry. As Sri Lanka is providing a free education system, both men and women have equal opportunities to be educated. Therefore, some factors affect women's career success when they move to the top level in their career. The present study focuses on analyzing factors affecting career success of executive level women employees in the apparel Industry in the Kurunegala district, Sri Lanka. Seventy executive level women employees in the apparel Industry were selected using random sampling method, representing the Kurunegala district Sri Lanka. Structured questionnaire was applied as the primary data collection tool of the present research. Pearson's correlation test and regression analysis were applied to analyze the data using SPSS to measure

the association of testing variables. Three hypotheses were tested in the present research in order to check the relationship of women's career success with individual factors, organizational factors and work life balance factors. Findings showed that the individual factors (resilience, persistency and self-efficacy) having highest correlation with women's career success. Findings further proved that organizational factors (networking, training, culture of mentoring) having the second highest correlation with women's career success. Work life balance factors (family support) also having a lower positive correlation with the women's career success in comparison with individual and organizational factors.

Keywords: *Career success, Individual factors, Organizational factors, Women*

The Impact of Psychological Capital on Academic Performance of Undergraduates in Sri Lanka

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Psychological capital has received global attention of academia and professionals. However, its impact on the academic performance of students has not been explored adequately in Sri Lanka. Therefore, contributing new knowledge to existing literature on psychological capital was the preliminary objective of the study. Accordingly, this study aimed at exploring the impact of psychological capital on academic performance of the undergraduates of the Rajarata University, Sri Lanka. The data were collected from a sample of 300 students from all faculties of Rajarata University of Sri Lanka using stratified sampling method. A structured questionnaire was employed to gather data from the sample and many statistical tests were conducted to derive the study findings. The light of the regression tests revealed that there were statistically significant positive impacts of optimism, resilience, self-efficacy on academic performance. However, hope was not able to show such a strong positive impact on academic performance. This study provides important information about the impact of increasing psychological capital on academic performance of undergraduates.

According to this study, increasing student's hope, optimism, resilience and self-efficacy may result in higher academic performance of students. Accordingly, to swell the level of academic performance of students, it is indeed compulsory to enrich psychological capital of students. This could be achieved through redesigning and reconfiguring existing curriculum structure to uplift student knowledge, skills, attitude and mind set through vivid extracurricular activities and out bound training programs. Further, awareness of students to manage and handle stressful work carefully could too support the conclusion.

Keywords: *Academic performance, Psychological capital*

Role of Meaningful Work and Positive Affect in Linking CSR, Employee Commitment and Compassion at Work

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Licensed Commercial Banks (LCB) spend substantial amount of money on Corporate Social Responsibility (CSR) activities. However, knowledge on how non-western bank employees perceive such activities is inconclusive. Furthermore, lack of empirical evidence on mediation mechanisms between CSR and related outcomes have been not adequately examined and therefore focused in this study. Thus, in addition to examining the direct relationships between CSR and employee commitment and compassion at work, this study examined the mediating capability of meaningful work and positive affect between these variables. Moreover, the Social Identity Theory (SIT) and Social Exchange Theory were used to theoretically support the relationships, which also amounted to a theoretical significance of the study. A survey design accompanied with a sample of 450 respondents representing different employment categories from the LCBs in Sri Lanka were used and Structural Equation Modelling was utilized to test the proposed relationships. Findings indicate positive and significant ($p < .05$) relationships between CSR and employee commitment,

as well as with Compassion at Work. Also, it was found that meaningful work partially mediates the relationships between CSR and Employee Commitment and CSR and Compassion at Work. However, Positive Affect partially mediates the relationship between CSR and employee commitment only, and not with compassion at work. As per the findings it is concluded that bank employees' perception of CSR engagement not only directly influences employee commitment and compassion at work, but also impacts meaningful work. This implies that employees consider that working for a socially responsible bank creates a meaningful purpose to retain with the organization, which in turn trigger a higher level of commitment and compassion to work. Furthermore, the finding is on par with the notion that when employees are exposed to virtuous and socially responsible practices they tend to develop positive emotions which in turn enhance level of commitment. This study is expected to have significant policy implications in terms of increasing work commitment and compassion at work.

Keywords: *Compassion at work, Corporate social responsibility, Employee commitment, Meaningful work, Positive affect*



7

**GEOGRAPHY
ENVIRONMENT
CONSERVATION
URBAN & RURAL
DEVELOPMENT AND
GOOD GOVERNANCE**

Spatio-Temporal Analysis of Urban Sprawl since 1997 – 2007 and Impervious Surface Coverage in 2017, Kandy City and Surrounding Area using GIS and Remote Sensing

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Kandy is the second largest city in Sri Lanka. Currently, the city is growing fast. Therefore, there are many development processes and urban planning project can be seen in Kandy. This study identifies the pattern of urban sprawl and percentage of impervious surface coverage in Kandy city considering land-use practices. Here, remote sensing technology and GIS can capture Kandy land-use changes and the pattern of urban expansion during the period of 1997 – 2017. Calculating the total impervious surface coverage in Kandy in 2017. Through this study identified, high density of built-up areas in Kandy to Katugastota, Kandy to Peradeniya. Mainly urban sprawl of Kandy city can be observed along the main roads (Sirimawo Bandaranayake Mawatha, William Gopallawa Mawatha, and Katugastota Road). In addition, urban expansion spreads to sub-urban areas like Katugastota, Peradeniya, Madawala and Pallekele. Most of the home gardens and other plantations converted to built-up areas and protected lands remain the same. If this urban expansion rate continuous, the built-up area will increase more than the non-built areas in future. According to this trend built-up areas are

increasing, and non-built and water surfaces are decreasing. Therefore, the natural equilibrium in Kandy is lost. Through ISC measures the change of natural processes and structures in the landscape determined by the imperviousness of surface; it can be defined as any material that prevents the infiltration of water into the soil. When considering these land-use practices total impervious surface coverage is 36.25 %. Explanation of Arnold and Gibbons (1996), now Kandy is in the third stage of ISC. It is a considerable stage to decrease the natural equilibrium. Therefore, identification of urban expansion and its direction is important for future planning and management of urban areas.

Keywords: *Kandy, Land-use, Sprawl*

Farmer Collectives for Enhanced Income through Maize Value Chain: A Case Study on Swakrushi Farmer Producer Company Limited, Telangana State in India

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The idea of the value chain is based on the process view of farmer collective organizations, the idea of seeing a manufacturing or service organization as a system, made up of subsystems each with inputs, transformation processes and outputs. These involve the acquisition and consumption of resources – money, labour, materials, equipment, buildings, land, administration and management. Overall, agriculture is the backbone of the Indian economy; maize is the third most important cereal after rice and wheat. It is cultivated in about 8.02 million ha in Telangana state and contributes 26.63 lakh tonnes. The major districts that cultivate maize is Karimnagar, Warangal, Nizamabad, Adilabad, Medak and Ranga Reddy in Telangana state. Especially, the crop is grown mainly for grain purposes; in urban areas it is raised round the year for green cobs and green fodder. The liberalization and privatization of Indian agriculture led to the emergence of many private industries. The small farmer found himself at the receiving end, his livelihood threatened in an environment of instability, competition and fragmentation of farm holdings. But rather than a lone farmer struggling with multiple circumstances beyond his control, could he not become part of a collective for mutual support and collective action? Certainly! This is how the promising concept of Farmer Producer Organization (FPO) was born. The FPO's major operations will include supply of seed, fertilizer and machinery, market

linkages, training and networking and financial and technical advice. Apart from meeting their consumption needs, farmers expect reasonable returns on their time and money invested. Also, their desire is to increase the share in the consumer rupee. The failure of government to activate regulatory bodies and strengthen public institutes has left farmers in the lurch. The middlemen are exploiting the farmers by speculating on price and weight. This limits the farmer's income and many times forces them to showing withdrawal symptom from agriculture. Farmers also face problems of seasonal price fluctuation and lack of basic marketing infrastructure. Here lies the importance of producer companies' role where majority of members are the producers and development of which has many beneficial feedback effects on agriculture. This study aims an attempting to make an in-depth analysis of Value Chain of Maize in Swakrushi Farmer Producer Company Limited, Warangal District, Telangana. The sample includes the actors of value chain verticals viz., Maize farmers (30-member farmers, 30 non-member farmers), commission agents (2) processors (1) retailers (2) and 30 consumers were selected and survey conducted using Interview schedules and questionnaires. The core processes and actors involved in maize value chain are mapped and analyzed. The main constraints faced by Swakrushi member farmers were lack of market place, marketing knowledge, and lack of technical and advisory services from

the agricultural experts. Through Swakrushi Farmer Producer Company limited, member farmers are benefitting additional Rs 0.81 for every 1 rupee invested, apart from gaining benefits of subsidy for the agri- inputs and slightly increased procurement price.

Keywords: *Value chain mapping, Constraints, Farmer's income, Swakrushi farmer producer company*

Tribal Women Overcome Poverty through Collective Livelihoods: Some Observations in India

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Women-headed households are commonly regarded as the 'poorest of the poor'. Not only do they seem to be disproportionately concentrated among low-income groups, but female headship itself is seen to exacerbate poverty. Yet a growing body of research on developing societies suggests that although poverty may precipitate the formation of female-headed households, and that some aspects of female headship can give rise to economic disadvantage, members of these units are not necessarily worse-off than people in male-headed domestic arrangements. By employing case study method the present study situated itself in Adilabad District of India. This study argues that 'poorest of the poor' is a misleading stereotype for female-headed households, that we cannot generalize about female heads, and that examination of intra-household characteristics is essential for the understanding of economic vulnerability. The article also signposts the dangers of 'poorest of the poor' stereotyping for creating and/or reinforcing negative public images of, and attitudes towards, women-headed household. The researcher used poverty measures that examine housing

condition, wealth and standard of living index, and argues that these measures could be more informative about the chronic living condition of people than the official measure based on consumption expenditure. The results from the analysis provide evidence that the relationship between female-headed households and poverty are very much related to the existing social context. Specifically, poverty measures based on the housing condition and the wealth indices show that female-headed households are less poor than male-headed households. However, based on the standard of living index measure of poverty, female-headed households are marginally poorer than their male-headed counterparts.

Keywords: *Poverty, Sustainability, Gender inequality, Female education, Female labor*

A Study of Landslide Risk and Appeared Problems in Dosar Hill Area in Kakanadura South Grama Niladhari Division

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A landslide is the movement of rock, debris or earth down a slope. In the Sri Lankan context, landslide is the major natural disaster in the hill country in Sri Lanka, creating economic and ecological damage while endangering human lives. The Kakanadura South Dosar hill area in the Matara district could be referred to as an area that is highly vulnerable to landslides. The main objective of the study is to identify the landslide risk in the Dosar hill area in the Kakanadura South. The other objectives are to examine the impending signs of landslide and to identify the effects that occur in the built environment and the natural environment. The study area was situated in the Kakanadura South in the Matara district in the Southern province. A 20% household sample was selected using a random sampling method and a questionnaire, focus group discussions (FGDs), observations were used for data collection. Both quantitative and qualitative methods were used to analyse the data by using analytical tools. The results highlighted that Crack on the wall of the houses (19%) located on the hillside,

Temporary water drain emerged from the house (10%), Collapsed rock blocks in or near the houses (48%), Temporary water drain and Collapsed rock blocks reported (15%), Crack on the wall of the houses Temporary water drain and Collapsed rock blocks reported (8%). As the hill area is a rapidly developing area some intervening factors such as built houses and roads, cutting hill slope, carry on cinnamon cultivation and mining wells increased in the recent past. Hence, the identification of landslide prone areas with high risk potential and implementation of proper and effective landslide mitigation interventions to minimize the risk, have become an essential priority need. In order to make risk management programs more meaningful and cost effective those programs should target risk reduction in high-risk settlements through a comparative assessment of risk potential.

Keywords: *Disaster, Intervention, Landslide, Risk, Slope*

Implications of Socioeconomic Networks and Social Capital Legacies on Flood Disaster Response, their Geographies, and Evolutionary Patterns Over Time: A Case Study of Rural and Urban Areas in Sri Lanka

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In the Sri Lankan context, socioeconomic networks, social capital and the reciprocal supports dimensions on disaster situations have largely been elided by researchers. Socioeconomic networks and social capital have been becoming increasingly recognized as instrumental facets in disaster management and mitigation. The aim of this research paper is to demonstrate the empirical and credible evidences of socioeconomic networks, social capital and their spatial as well as dynamic evolutionary patterns on flood disaster response, related to 2017 mass flooding events in rural and urban (e.g. urban informal settlements) areas of Sri Lanka. For the case study, 405 flood inundated households were selected through stratified and simple random sampling techniques for questionnaire survey among 21 local administrative divisions of Sri Lanka, and semi-structured interviews, focus group discussions, and field observations were carried out for empirical data collection during thirteen months (2018/2019). The study used Social Networks Analysis measures such as degree distribution, closeness and

betweenness centralities, and network graphs for support network performance analysis. We used UCINET 6.679 and ArcGIS 10.3.1 software for data analysis and mapping. The empirical findings revealed that socio-economic networks and social capital played a crucial role in flood disaster response before, during, and after flooding events. Especially, provision of information, food, water and other basic needs; evacuation and moving out belongings; provision of shelters, cleaning up contaminated households and public places; provisions of emotional and financial supports have strongly helped to secure and revive flood-affected livelihoods. More importantly, network characteristics and measures have changed over time in different magnitudes and also observed evolutionary changes of network ties over time and among geographical regions. More importantly, major differences of socioeconomic networks behaviors are observed in related to the urban-rural dichotomy and also among rural areas at lesser magnitudes.

Keywords: *Socioeconomic networks, Network evolution, Social capital, Reciprocal supports, Flood disasters.*

Diversity of Amphibian in the Eastern and Southern Parts of the Sinharaja Rain Forest

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The Sinharaja forest reserve is one of the least disturbed and biologically unique tropical forests in Sri Lanka. Although Sinharaja is considered a lowland rain forest, the Eastern part of the forest consists sub-montane forests. Researchers have not significantly attended to do research about the diversity of amphibian in the Eastern and Southern parts of the Sinharaja forest. Considering this knowledge gap, the research focuses on studying diversity of amphibian in diverse lowland rain forests and sub-montane forests in the Southern and Eastern parts of Sinharaja. This research is guided by Quantitative Deductive research methodology. 16 line transects and 16 quadrat samples are used for primary data collecting. According to the findings of this research, 25 amphibian species are identified and among them 21 (84%) species are endemic to Sri Lanka. The list of amphibian species identified in the research includes 5 vulnerable species, 7 endangered species and 8 critically endangered species. The highest number of species, including endangered and critically endangered species are recorded

in the sub-montane forests than in low land rain forest. Many threats to researched habitats are recognized, however, among them issues of biopiracy, loss of forest genetic resources and wildlife smuggling, illegal forest utilization practices, gem mining, illegal forest encroachments and unethical tourism practices are major issues. Thus, state forest department and other responsible authorities must attend to minimize the effects of these negative human impact on these vulnerable areas to protect sensitive amphibian species in their habitats in order to conserve their diversity.

Keywords: *Amphibian species, Sinharaja forest reserve, Lowland rain forests, Sub-montane forest*

Assessing the Impact of Microfinance on Rural Poor: A Case Study Conducted in Polonnaruwa District

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Microfinance spread across the world as a means to alleviate poverty and scarceness. It brings credit, savings schemes and other financial services to general public who are excessively poor to be served by systematic banking services. As many low-income people have lack access to rudimentary financial services, expanding their living standards is more imperative when developing a country. In Sri Lanka; one of the fastest emerging economies in South Asia; poverty can be identified as a massive socio-economic problem. As poverty alleviation is the principal objective of microfinance, it can be used to reduce the poverty in Sri Lanka by providing very small loans known as microcredit to the poor to help them involve in productive activities. The Microfinance sector in Sri Lanka is served by a varied range of institutions which is categorized under public and private sector and non-governmental organizations. This research study mainly explores the linkage between microfinance and poverty reduction and also examines the positive and negative impacts of microfinance on poverty alleviation. This

further estimates the impact of these microcredit programmes in Polonnaruwa district on business performance and on a range of indicators of wellbeing. All the households located in Polonnaruwa were considered as the target population. Two-stage cluster sampling was used as the sampling technique to form the sample. The main purposes of borrowings were agriculture, business and enterprises and housing and construction etc. Major prospects the households expect from this scheme were low interest rates on loans, simple and quick loan application procedure, easy access, ability to obtain individual loans, flexible repayment and etc. The leading influences on alleviating poverty are identified as women empowerment, increasing economic benefits, improving housing conditions and ensuring environmental sustainability.

Keywords: *Economic benefits, Microfinance, Poverty alleviation*

Impact of Milk Collecting Centers on Milk Production in Valikamam East of Jaffna District

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The dairy sector is considered as a potential sector that contributes significantly to the Sri Lankan economy. The dairy industry in Sri Lanka plays an important role in alleviating nutritional poverty and creating employment opportunities. Smallholders dominate the livestock industry in Sri Lanka. Cattle growers of Valikamam east area are facing a severe problem in marketing fresh milk due to the insufficient numbers of milk collecting centers. Due to the lack of access to collecting centers, cattle growers are not milking completely. The objective of this study is to determine the effect of proximity of milk collecting center on morning and evening milking and to determine the impact of complete milking on milk production. One hundred and ninety six cattle growers were randomly selected from Valikamam east area. An endogenous two step treatment effect model was developed. This method solves the sample selection bias. One hundred and ninety six cattle growers were randomly selected from Valikamam east area for this study. The results of the study revealed that when cattle growers practice milking

in the morning and evening, the total milk production increases by around 50% rather than milking only in the morning. However, when distance increases from the milking center by 1 km, the probability for both morning and evening milking decreases by 11%. Therefore, the proximity to the milk collecting center significantly affects the milk production indirectly through cattle growers' milking practices. Establishing more number of milk collecting center in rural areas would increase the total milk production, improve the poor farmers' living standard and helps to achieve self sufficient in milk production and rural development.

Keywords: *Endogenous two step treatment effect model, Milk collecting center, Milking practices, Milk production*

Analysis of Vegetation Cover Changes Using Satellite Images and Geographical Information System (GIS): Mahaweli System C

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Mahaweli development project could be considered as the largest as well as the multipurpose development project that established in the 1970s. The identification of the vegetation cover changes with the time in the area of "Mahaweli System C" could be named as the main objective of the study and under the sub objectives, the study was aimed to explore the relationship of vegetation cover changes with the changes of build-up areas and water bodies. To achieve these objectives Landsat 5 TM and Landsat 8 OLR/TIRS satellite images were used. The images were taken after all three years within 1986 to 2018 period. Those images were used to build the Normalized Difference Vegetation Index (NDVI), Normalized Difference Built-up Index (NDBI) and Normalized Difference Water Index (NDWI) through Arc GIS. The land area was calculated using the method of natural breaks system. Then pixel count convert to hectares. Under the statistics analysis, correlation and regression analysis were done by using SPSS and time series analysis was done by using Minitab software. According

to the map analysis, it was identified that the vegetation cover increased temporally. The correlation analysis revealed that there was a significant negative relationship between NDVI and NDBI and it was -0.732. However, there was no significant relationship between NDVI and NDWI concerning the correlation coefficient. As per the result that obtained by the multiple regression analysis, the variable "There is a relationship between changes of water body and vegetation cover changes" was removed due to the insignificant condition and vegetation cover decreased by 1.241 hectares when built-up area increased by 1 hectare. Furthermore, the time series analysis shows an increasing trend of vegetation cover. Last year vegetation cover (2018) was 16817.1 hectares, it is 30.42%. According to the forecasted values of vegetation cover for the future 15 years, there will be 20327.3 hectares in 2032 and it is 36.76% increment when compared to the current situation.

Keywords: *Vegetation cover, Satellite images, Normalized difference vegetation index*

Push and Pull Factors on Fisher's Migration to Baththalangunduwa Island in Sri Lanka

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Fisher's migration to other areas in searching livelihoods has a long history and it has become one of the debatable issues in recent past due to many social and economic factors observed. This study explores the push and pull factors of migration and socio-economic status of migrated fishers in Baththalangunduwa Island of Sri Lanka. Baththalangunduwa is one of the inhabitant Islands with a total land area of 145.53 hectares in Kalpitiya Peninsula which is located in the North West coast of Sri Lanka. A survey was administered with a random sample of 93 fishing households during the time period of January to February in 2018. Descriptive statistics were used to analyse the collected data using SPSS software package. Inherent linkage in fisheries, unemployment and non-availability of land ownership were major push factors from the origin while livelihood and income generation, lifestyle experience and sense of the place were major pull factors to the destination. Study results revealed that out of migrants 95.7% were Sinhalese while 4.3% of migrants were Tamil. About 47.3% of migrants

have gained their secondary education while 39.8% of migrants have gained their education up to primary level. The no schooling percentage was considerable and that of about 12.9% percentages. Fisheries were year-round and the average daily catch of a craft was 30 Kg while the monthly income of a fisherman was in the range of LKR 20,000- 50,000. Besides fisheries, dried fish processing that female dominated activity was the alternative livelihood for fishers in the Island. Migratory fishers were facing hardships from lack of safe drinking water, sanitary facilities, formal education opportunities and basic infrastructure facilities that need to be addressed. Managing multi-dimensional issues associated with migration will be potential for the social inclusion and development of the fishing community of Baththalangunduwa in Sri Lanka.

Keywords: *Baththalangunduwa island, Fisheries, Income, Migration, Socio-economic*



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**LAW
CONSTITUTION AND
DEMOCRACY
HUMAN RIGHTS
GENDER STUDIES
COUNSELLING
REHABILITATION
SOCIAL DEVELOPMENT
LAND USE AND CLIMATE
CHANGE**

The New Phase of Populist Frenzy in Electoral Politics in Sri Lanka (A Study of the Local Government Election - 2018)

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An election is the key medium of transforming diverse public views into coherent public policies in the formal representative governance. A preferential voting system with a proportional representation system which came under the 1978 Constitution, has therefore immensely impacted on electoral politics in Sri Lanka. Rather, certain technical defects involved with this electoral system, paved the way for well establishment of a corrupted political culture over the years. In this context, political actors by use of populist frenzy have been able to keep their political dominance unchanged even if they are not represented in the political will of the general citizenry. The government passed the Local Government Authorities (Amendment) Act No: 16 of 2017 to address certain ill-effects featured in a preferential voting system with a proportional system. However, in the process of local government election in 2018, forming the populist frenzy around ethnic identities or patronage based networks made electoral reforms difficult and ineffective. This study preliminary sets

out how populist frenzy compelled over the electoral reforms being difficult and ineffective with special reference to the local government election in 2018. The study, which is largely a theoretical study, is based on library-research. The relevant data have been drawn from a wide range of primary and secondary sources. The primary sources mainly involve Local Government Authorities (Amendment) Act No: 16 of 2017. The secondary sources involve related books, articles, newspapers and internet. In a nutshell, the case of forming the populist frenzy to maintain political dominance through the local government election in 2018, negatively gives effect to make electoral reforms difficult and ineffective.

Keywords: *Electoral reforms, Local government authorities' act, Political dominance, Populist frenzy, Representative governance*

Legal Responses to Prostitution and their Impact on Sex-workers' Right to Dignity: A Comparison

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This paper attempts to determine which legal approach to voluntary prostitution best protects the right to dignity of female sex workers. For the purpose of this research, the notion of human dignity will be considered at two levels. First, it would be considered whether the dignity of a sex worker is harmed by infringing a right of a sex worker. Secondly, an affront to dignity will be looked at from an identity view point. Through an extensive literature review of work focusing on human rights and individual and collective identity of sex workers in different jurisdictions, the paper will determine how each legal response to sex-trade can affect the female sex workers' right to dignity. Countries respond to commercial sex-trade in three different ways; criminalizing, legalizing or decriminalizing. Criminalization of sex-work, whether partially or completely, affects adversely on the dignity of sex workers. The act of criminalizing sex-work prevents sex-workers from seeking protection in instances of violence or abuse, as they are viewed either as perpetrators or as accomplices to a crime, excluding them

from protection against violations of their basic human rights. Although legalizing prostitution is often viewed as a positive step as it recognizes sex work and offers the sex workers protection, the main issue with legalization is that in all jurisdictions where sex work is legalized, it has been limited to certain forms of sex work. This affects the right to dignity from an identity perspective as it creates group of sex-workers who are excluded from basic legal protection. Decriminalization, results in the removal of regulatory processes that control sex work. Decriminalization creates a more conducive environment for the sex workers, by offering more rights to sex workers and reaching out to even the most marginalized sex workers. Thus, decriminalization best supports the Right to Dignity of sex-workers.

Keywords: *Prostitution, Human rights, Human dignity, Legalizing, Criminalizing*

“Parate Execution” Is it a Boon to the Banks and Doom to the Customers? - A way forward

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“Parate execution” is a sale by the creditor of property belonging to the debtor, without, assistance or intervention of the Court. This legal concept is preferred by Banks in Sri Lanka as an effective and efficient tool to recover monies due to them. In order to facilitate the economic development by encouraging the business and use of regulated financial institutions, the Legislature has from time to time enacted various legislations, i.e. the Recovery of Loans by Banks (Special Provisions) Act No.04 of 1990. However, while the Bankers may lament and brand the said latest legislations and judgments of Superior Courts as backward steps, borrowers continue to agitate as against the supposed harshness of the said law. Hence, present study seeks to ascertain as to how a balance can be maintained between the competing interests of borrowers and the lenders with the objective of the said law which is the economic development of Sri Lanka. As this research is a qualitative legal research, to achieve the objectives of the research it has employed qualitative research methodology and primary data

were collected using interview method and secondary data were collected through existing literature. According to the study findings, the customers challenge the parate execution procedure emphasizing several bases like, inaccuracies of amount of monies demanded by the Banks, failure to explain the loan documents; irregularities of the Mortgage Bonds. On the other hand the bankers raise concerns on the matters relating to the execution procedure like, the delay associated with execution. Thus, while allowing the parate execution for speedy and efficient recovery for Banks, by introducing procedural steps in line with principles of natural justice to the said Act No.04 of 1990 before taking steps for adopting of Resolution, the law should be used as an instrument to reconcile conflicting interests of the society.

Keywords: *Banks, Customers, Mortgage bond, Natural justice, Parate execution*

Effectiveness of the Title Registration System in Sri Lanka

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Land is considered as a natural as well as an important resource for the development of a country. Title registration system introduced by the Registration of Title Act, No. 21 of 1998 has been able to eradicate issues pertaining to the deed registration system to some extent. It can be seen that Sri Lanka is facing implementation issues and problems in project procedures. Objective of this research is to analyze the implementation procedure of title registration in Sri Lanka, while comparing it with the deed registration system where it is necessary and to identify modifications that need to be made to the prevailing title registration system. This research is mainly based on secondary sources such as books, journals, internet articles, domestic and international enactments and judicial decisions. According to the research findings, it is clear that the title registration project has not been successful in addressing the need of the present land market efficiently and effectively. Wide range of institutional players in the title registration system has caused its procedural difficulties due to lack of

coordination among agencies and lack of institutional accountability. When the enactment was drafted, one of the aims targeted by the authorities was to increase the land value and the investment on land due to clear title granted to lands. But the aim could not have been fulfilled due to its limitations. Implementation issues in a pluralistic society, high cost are some other major issues pertaining to the title registration. The study recommends that necessary amendments need to be made to the existing law where there have been no single amendment made from the year 1998 up until today. Enforcement and management mechanisms need to be made efficient so that the title registration system as a whole would support to enhance the tenure security of the country.

Keywords: *Amendments, Deed registration, Procedural issues, Tenure security, Title registration*

Decent Work for Domestic Workers in Sri Lanka: A Way forward for a Sri Lankan Legal Framework

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Notwithstanding the significant contribution made by the domestic workers to economic development, domestic works remain virtually an invisible and under rated form of employment in Sri Lanka. Domestic workers are excluded and hardly any protection is afforded to them by the existing labour law regime of the country. Nevertheless, they should have similar protection and decent work condition, as any other workers in general. Hence, the present study attempts to find out the reasons which affect the protection of the rights of domestic workers and to ascertain the possible way to uphold and safeguard rights of domestic workers in Sri Lanka. To accomplish the objectives of this study it has employed qualitative research methodology and used interview method with key informant interview to collect primary data and secondary data were collected through existing literature. It is ascertained from the study that there are conspicuous issues concerning domestic workers' rights in Sri Lanka, as domestic workers have not been afforded legal protection from the existing legal framework of the country. As study findings reveal that, there are factors that have hindered the advancing

rights of the domestic workers in Sri Lanka, i.e. legal factors, social factors, economic factors and political factors. Among other factors "legal factors" i.e insufficient legal coverage, institutional impediments, a poor law enforcement mechanism, matter of a formal contract of employment are prominent and noticeable that has hindered the advancement of domestic workers' rights in Sri Lanka. However, the International Labour Organization (ILO) has adopted The Decent Work for Domestic Workers Convention, 189 and Recommendations 201 in 2011 with the aim of adopting and providing common and international standards to domestic workers and move towards the goal of decent work. Accordingly, some countries have adopted legislations and have been taken steps to uphold and regulate the rights of domestic workers i.e. South Africa- Sectoral Determination No.07, Philippine- the Republic Act No.10361 . Therefore, to eliminate those challenges, the most significant and most appropriate way to advance domestic workers' rights in Sri Lanka is to introduce separate and comprehensive legislation to cover domestic workers' rights by considering both labour and human rights law.

Keywords: *Domestic worker, Human Rights, Labour law, Legal factors, Legislation*

Application of the Stanford Prison Experiment to Ragging in Higher Educational Institutes in Sri Lanka

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The study takes into account a classical psychological research; the Stanford Prison Experiment and the research objective is to apply its research findings to the phenomenon of ragging in higher educational institutes in Sri Lanka. The nature of the experiment, its proceedings, its findings and the psychological theories founded by this experiment are analyzed and compared besides elements of ragging. Sri Lanka is, as of now, supposed to be the country worst affected in the world due to ragging. Newspaper articles, journals, books and personal interviews were used to compare and contrast the findings of the Prison Experiment to the phenomenon of ragging. The paper delves into what propels students towards ragging in Sri Lanka in the current times. Phillip Zimbardo with the 1971 Stanford Prison Experiment proved that conditions were influenced by the social roles that one is expected to play, and that with power, comes a certain way of playing that role. This is essentially what was found when its underpinnings were applied to the ragging. Ragging is the result of the anti-intellectual and anti-

democratic, often violent and ideologically suppressed student culture. Any student, who gains university entrance, runs the risk of getting ragged in universities at the hands of their immediate seniors and the student union leaders. This is because of the corruption that comes with power. People with power and authority, become vulnerable, and are prone to misuse it, especially if they are not used to having held power or authority positions before. Ragging is based on hierarchy and the desire to crush and subdue those below oneself in the hierarchical organization, in the name of maintaining order and functioning. In the many aspects pointed out in this study, it is evident that there are many similarities between the prison experiment and the concept of ragging in Sri Lankan higher educational institutions.

Keywords: *Authority, Power, Prison experiment, Psychology, Ragging*

Reviewing South Asian Masculinity in Order to Understand Why Rural Young Men Establish Same Sex Relations through Social Media: The Case of Sri Lanka

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This paper reviews the literature of South Asian masculinity in order to understand why rural young men establish their same-sexual intimacies through social media. Therefore, this paper explores how Sri Lankan rural young men's same-sexual relations are constructed through the Sri Lankan social, cultural, religious legal and political contexts. Accordingly, this paper explores South Asian masculinity through heteronormativity, homophobia and hegemonic masculinity, and homosociality. As a result, these concepts reveal how Sri Lankan rural young men's same-sexual relations are configured through militarized society, transgendered gay male sexuality and South Asian culture. Accordingly, South Asian young men do not reveal their true gay male sexual desires as the culturally constructed maleness disrupts their same-sexual masculinities through heteronormativity and homophobia. Contrariwise, South Asian society has a homosocial space for making close friendships and cohabitation between young men than Western society. Besides, young men do not have a counter

courage to fight with the heteronormative social system - hegemonic masculinity. Occasionally, these young men themselves perceive that their sexuality is an abnormal and alienated behaviour as it is not allowed to perform in their society. Hence, it is argued that homosexuality remains problematic in the Sri Lankan society within a complex of intersectional trajectories through the heteronormativity, homophobia and hegemonic masculinity and homosociality. In this background, the internet has been a safe space for LGBT people to explore their sexual identities as the internet provides a participatory culture and the social network for meeting people on individual interests and their requirements. Thus, this has implication to explore why young men use virtual spaces for their same sex intimacies that creates digital intimacies.

Keywords: *Same-Sexual relations, Heteronormativity, Homophobia, Homosociality, Virtual spaces*

Street Harassment of Women in Sri Lanka: In Search of Law Reforms

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All people should have the right to walk down their street, without facing gender based harassments. Unfortunately, this is a right that millions of people generally, women particularly are denied. Even though "Street" is in the term, street harassment also take place in public transportation, in restaurants, in parks and athletic fields and even at the beaches. Street harassment is consisted of unwanted comments, gestures and actions in public spaces by strangers which directly affect women's dignity and reputation. Such verbal and physical harassment includes unwanted whistling, leering, catcalling, blocking the way, following, grouping and indecent touching cause by men which inevitably affect women physically, emotionally and sexually. Street harassment often occurs on a more frequent basis like race, nationality, religion, disability or class for teenagers and young women and now it has been an unavoidable reality of our society specially in the streets. In the domestic scenario throughout the last decades Sri Lanka has been experiencing high rate of increasing incidents regarding the street harassments

towards the women. Therefore the law has a significant role to play regarding the prevention of street harassments towards the women. Accordingly, this paper aims to discuss the problem of protecting women from street harassments by exploring the inadequacies of laws available in Sri Lanka in terms of both domestic and international obligations. Also the research will mainly follow a qualitative research method based on a literature review and carried out by the reference of primary and secondary sources of law. Furthermore, the research was enhanced with the data collected through the interviews with State Departments and relevant stakeholders in relation to protecting women from street harassment. Also, the researcher engaged in comparative analysis of successful examples from selected jurisdictions in order to address the recommendations.

Keywords: *Law reforms, Street harassments, Sri Lanka, Women*

An Analysis of the Portrayal of the Suicide Bomber in the Novel *Island of A Thousand Mirrors* by Nayomi Munaweera

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Island of a Thousand Mirrors (2012) is an award-winning literary debut by Nayomi Munaweera. The story is narrated through the voices of Yasodhara and Saraswathie, two girls belonging to either side of the devastating civil war in Sri Lanka, fought between the LTTE and the Sri Lankan Army. The focus of this paper is to analyse how Munaweera portrays the female militant Saraswathie who later on becomes a suicide bomber. The objective of the study is to ascertain the female rationale for joining militant groups and how they differ from those of the men. Concepts such as marriage, sexual purity, bearer of culture and honour seem to be intrinsically linked for the woman even when she is a militant and these concepts will be applied to the character of Saraswathie to deconstruct the ideology that makes the writer portray her this way. Whether women militants gain autonomy by joining these movements will be discussed in the light of the novel. The methodological framework is one of deconstruction in the light of other studies that have been done with regard to the woman militant such as research by Radhika

Coomaraswamy, Nanthini Sornarajah, Dharini Rajasingham-Senanayake Nira Yuval-Davis, Neloufer De Mel and Kumari Jayawardene. This investigation has revealed that the reasons for women to join such movements are portrayed as different from those of the men and that women are still trapped in gendered roles even when they take up what is believed to be traditional masculine roles even if they do gain more freedom by doing so. This study will add to the feminist body of literature regarding women militants and female suicide bombers.

Keywords: *Gender, Female rationale, Suicide bomber, Woman militant, Women's emancipation*

Possibility of Using “Mutual Consent” as a Valid Ground for Divorce under Marriage Laws in Sri Lanka: A Legal Perspective

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The legal foundation of the family is the marriage. In Sri Lanka, a marriage becomes legally valid when it is conducted according to the customs or the applicable statutory provisions. Divorce is recognized in Sri Lanka as a matrimonial relief and a way of legally dissolving marriage. The legal framework for marriage and divorce is found in General Marriage Registration Ordinance No. 19 of 1907 (GMRO), Kandyan Marriage and Divorce Act No. 44 of 1952 (KMDA), Muslim marriage and Divorce Act No. 13 of 1951 (MMDA). The objective of this research is to identify the extent to which mutual consent is recognized as a valid ground for divorce under marriage laws through analysis of statutory provisions and case law. This research is a qualitative research based on the statutory provisions applicable to divorce, decided cases, and opinions of various legal scholars. An analysis of statutory provisions in GMRO, KMDA and MMDA pertaining to divorce shows the differences of the statutory approaches towards the concept of divorce. KMDA, based on the Kandyan law and MMDA

based on the Muslim law recognize the concept of non-fault-based divorce, giving the parties an opportunity to amicably wind up their matrimonial ties, in certain circumstances. The GMRO requires proof of matrimonial fault of one spouse before the marriage is legally dissolved. It is important to consider whether the mutual consent should be recognized as a valid ground for divorce under GMRO, under which the majority of marriages in Sri Lanka is registered.

Keywords: *Divorce, Laws, Marriage, Mutual consent*



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**RELIGIOUS STUDIES
PHILOSOPHY
APPLIED PSYCHOLOGY
AND HUMAN
PSYCHOLOGY**

The Influence of Professional Ethics on Academic Performance

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Professional ethics plays a vital role in every profession. They are a defined set of rules members must abide by to maintain their good standing with the licensing authority that permits them to operate within their profession. It affects teaching profession as well. The main objective of this study is to investigate the influence of professional ethics on academic performance of university teachers. Sub objective is to examine the relationship between professional ethics and academic performance. The sample was randomly selected from 200 university teachers' from the Faculty of Arts. Only 104 university teachers returned the distributed questionnaire and they were included in the analysis using SPSS 20 software. Quantitative research approach was chosen for this study. To examine the relationship between professional ethics and academic performance of university teachers, chi-square test was done for testing the hypotheses. There are the male respondents are higher than the female respondents which are 58.7%. The majority of the respondents (46.2%) agreed that their universities have high quality ethics

programs for professional development of their career. 102 respondents (98.07%) practice research ethics in their teaching and most of them are Doctor of Philosophy degree holders. It indicates that most of the university teachers are using ethics for their academic performance. The results showed that, chi square for the professional ethics and academic performance was 0.000. This relation is significant because significant value is less than 0.05. This means that professional ethics has a significant association with academic performance. Therefore, the research hypotheses which stated that, "professional ethics has a relationship with academic performance" was accepted and all the null hypotheses were rejected. Overall results indicated that professional ethics has a relationship with academic performance of university teachers. Therefore, this study concluded that professional ethics influence university teachers' academic performance.

Keywords: *Academic performance, Ethics programs, Professional ethics, Teaching university teachers*

A Sociological Study of New Religious Implications: A Case Study Based on Pannipitiya Sri Devram Vehera

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Multi-disciplinary approaches have been widely used to explore new urban religious trends in contemporary Sri Lanka and it has become a timely requirement to localize new religious ritual practices on Socio-Anthropological discourse. Within this context, the Pannipitiya Sri Devram Vehera can be identified as an example of new religious implications. This study was carried out to examine the newly emerging Ravana and Mahamaya rituals and other religious trends. Semi-structured questionnaires and interviews were used to collect primary data and thematic content analysis was used to analyze findings. Results revealed that Ravana and Mahamaya rituals have become more significant within the temple context. King Ravana is decorated as a warrior in the Ravana Perahera which is the main ritual for Ravana, held in March annually. A wide range of traditional weapons, drums, red colour illuminations and verbal preaching quotas are used to symbolize Ravana as a warrior. Healing power and medical knowledge of Ravana is celebrated through weekly rituals and it is defined as "Nanumura Mangalya".

Though Ravana rituals are highly popular among males, noticeable commitment of women for Mahamaya rituals can be seen in every Saturday evenings. These weekly rituals have given the priority to address the issues of everyday life faced by female respondents and they believe that Mahamaya is a face of Goddess Pathhini. The statue of Mahamaya is covered with many female monarchical white dresses and classical female ornaments which represent the purity of Mahamaya. Within these newly emerged rituals, gender interpretations can be identified, Especially many male respondents took part in Ravana rituals for achieving social justice and well-being in their lives and female respondents are not allowed to be there as well as male respondents are not able to involve in Mahamaya rituals. The common phenomenon of these new rituals is distributed cohesion among devotees. The commitment of social media coverage of the above rituals has impacted many respondent devotees and visitors to take part in these.

Keywords: *Implications, Mahamaya, Ravana, Rituals, Sri devram vehera*

Capital Punishment: Is there an Absolute Buddhist Position?

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Capital punishment remains a highly debated issue in legal, ethical, religious and political spheres. There are arguments both for and against. In Sri Lanka, recently, this debate has been renewed as a result of the President's proposal to activate the capital punishment in the wake of rising crimes in the country where capital punishment is not abolished but remains inactive. Being predominantly a Buddhist country, many argue that capital punishment is against Buddhism. In the backdrop of this general claim that Buddhism is unconditionally against capital punishment, in this paper, I will try to assess the Buddhist arguments against capital punishment. For this study I will use discourses of the Pali canon, which are considered to belong to early Buddhism, and Theravada Vinaya literature, and the Mahayana sources such as the Upaya-kausalya-sutra and the Lotus Sutra where the concept of skill-in-means is used as a major doctrinal tool. My particular interest is to examine whether or not the Buddhist position is absolutist. Since executing capital punishment involves killing and, in particular, killing a human being, the issue

cannot be separated from the general issues of attitude toward life in general and human life in particular and the Buddhist notion of crime and punishment. In developing my argument I will refer to the Buddhist notion of skill-in-means (upaya-kausalya), which is developed in Mahayana Buddhist literature, and argue that the Buddhist position on capital punishment could not be one of absolute denial. I will approach this problem from both doctrinal/philosophical (Dhamma) and legal (Vinaya) points of view.

Keywords: *Absolutism, Buddhism, Capital punishment, Human life*

Confronting Ideologies in Favor of Violence and Conflict Structured in Religions – Religious Philosophical Perspective

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Religions are considered as normalizing agents of individual, social life of human beings and a way for harmonious life but human society experienced violence, conflict throughout the history all around the world in the name of God. At this point the arising questions are how the religions are being supportive to violent conflict? On this basis objectives of this research are to identify the ideologies supporting violence and conflict in religions and how they are structured to motivate followers, and seeking rational conceptions to build peace beyond religious identity. This qualitative research is conducted by reviewing literatures. Through the scrutinized literature review this research is identified that there are enough supporting ideologies in the religious texts in favor of conflict in the name of God. The supporting concepts are standardized with rational arguments to be followed. After understanding these fundamental ideologies, it becomes at most a priority to follow a suitable mechanism to confront and pacify the same for the wellbeing of human beings. The mechanism should

be developed based on the concept of respecting others for being a human being but not any other than that. At this point recommendations of this research focus on such ideologies in the four major religions followed in Sri Lanka and seek possibilities to build peace on the basis of giving priority to humanity without considering any other labels. The recommendations will be supportive to build peace among the religious groups in Sri Lanka as well as on the broader concept throughout the world.

Keywords: *Conflict, Collective neurosis, Societal neurosis, Violence*

Unmask the Devil- an Archetypal Interpretation on Techniques of Healing Used in Exorcist Rituals Practiced in Sri Lanka

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The present work is based on C.J. Jung's findings on archetypal psychology to understand the therapeutic aspect of healing rituals in Sinhalese culture as a way of exploring present day study of human unconscious. Sinhalese demon rituals stand for a subtle and symbolic method of psychotherapy in which the individual is subjected to a process of awareness of his own neglected unconscious known as Shadow Archetype in Jungian psychology. The devilish performance of the exorcists behaving demonically is well explained through the Jung's phenomenon of projection as one of the fundamental psychic mechanism. According to traditional Ayurveda, ritualistic medicine or devil dance ceremonies are ancillary to the main treatment in placating the demons causing the disease for individuals whose explanation for diseases were humoral malfunctioning, bad planetary positions and supernatural forces. Exploration of the concept of demon among Sinhalese goes back to the Pre-Buddhist history with Aryan settlement in Lanka and since then ritualistic medicine became an important

method of treatment in traditional Ayurveda for treating psychological illness. Archetypal amplification is administered to study the concept of demon as a creator of psychological illnesses among Sinhalese while the same is applied to understand the therapeutic aspect of ritualistic medicine practiced as demonic rituals: Sanni Yakuma and Suniyam Yagaya, two major healing rituals practiced in Sri Lanka. A documentation of narratives is used with few individual experiences of narratives that demonstrate the nature of demonic illnesses. Observation of rituals were done in addition to interviews conducted with specialized professionals in exorcism.

Keywords: *Archetypes, Cultural psychology, Rituals, Shadow*

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**SOCIOLOGY AND SOCIAL
WORK, WORK-LIFE BALANCE
CHANGING LIFE-STYLES
BELIEFS AND VALUE SYSTEMS**

The Problems Faced by Tea Small Holders with Reference to Matara District

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Tea plantation holds a significant place in the plantation economy. The tea smallholder division plays a pivotal role. The Tea Small Holding Division has made the highest contribution to the overall tea output of Sri Lanka. When considering the Tea Small Holding Division a number of problems faced by tea small holders can be identified. Therefore, the main purpose of this study was to identify smallholder tea owners in the tea sector. Proposing solutions to these problems and identifying the effects of the smallholder problems on their economy are the other goals. Accordingly, this study was carried out in a single Grama Niladari division of the Grama Niladari Division based on five selected Grama Seva Divisions in Kotapola Divisional Secretariat Division of the Matara District for the study. Secondary data was generated using corporate records and documentation. Both quantitative and qualitative data were collected and the quantitative data using statistical software of SPSS and Excel was analysed under detailed statistical system. Mainly tea small holders face many problems. There are issues related to the

supply of labour, tea prices, price and quality issues in fertilizer, lack of insurance, issues with marketing, insufficient advice on the production of cultivation of tea, inadequate state policy, low productivity and inadequate income. The farmers face a number of economic problems due to these issues. These problems stem from the smallholders' seeking to find solutions. Smallholders seek short-term financial needs to overcome the problems and to avoid economic repercussions by obtaining credit advances, pawning and borrowing. These problems can be solved through effective solutions to the development of the tea smallholder sector. Introducing new tea varieties, providing standard aid for green tea, providing standards, introducing regular awareness programs, introducing policies, providing insurance schemes for farmers, addressing the issue of smallholders will increase the contribution to the economy.

Keywords: *Cultivation issues, Tea plantation, Small tea estate owners*

Role of the Beliefs that Emotions are Part of Life in the Link between Emotion Differentiation and Interpersonal Relationships

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Emotions play a vital role in one's life. They influence in organizing individuals' behavior. Emotion differentiation, individuals' propensity to differentiate subtle differences in emotions, is considered as an important factor for interpersonal relationships. Research suggests that it help individuals recognize others' emotions, develop empathic understanding, decide on suitable responses during interpersonal relationships and adjust to interpersonal situations. Also, Individuals develop different perceptions and beliefs that are associated with emotions by interacting with their social environment. Prior research has suggested that individuals have different beliefs about emotions such as believing that positive emotions are valuable, negative emotions are valuable, or emotions are part of life. Individuals' beliefs related to emotions may influence them in several ways. Different beliefs about emotions may impact emotion regulation, understanding subtle differences in emotions, one's perceptions about others' emotions, their reactions to these emotions and their social interactions. This investigation focused on understanding

the role of beliefs related to emotions, particularly the beliefs that emotions are part of life in the relationship between emotion differentiation and interpersonal relationships. A total of 607 participants: 308 Sri Lankans, 196 Americans, and 103 Indians responded to a questionnaire assessing beliefs related to emotions, individuals' tendency to differentiate subtle differences in emotions, and their interpersonal relationships. The convenient sampling method and the survey method were used for the data collection. Findings suggested that individuals' propensity to differentiate subtle differences in emotions significantly predicted their interpersonal relationships. Further, individuals' beliefs that emotions are part of life significantly moderated the relationship between emotion differentiation and interpersonal relationships. Accordingly, individuals' beliefs about emotions play a role in identifying subtle distinctions in emotions and interpersonal relationships. Particularly, it seems that considering emotions as a part of life influence individuals' capacity to recognize subtle differences in emotions and in maintaining social relationships.

Keywords: *Emotions, Perceptions and beliefs related to emotions, Interpersonal relationships*

Where Do I Draw the Line?: An Analysis of Work-Family Balance among Married Youth Using the Spillover-Crossover Model

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With the redefining scope and role of work in the modern age, work-family balance remains one of the most crucial topics that requires much emphasis especially when focusing on the politics involved in border crossing between the two domains. Using the spillover-crossover model (SCM), the study attempts to examine the impact of work and the transference of work related emotions to the home domain. The sample includes 30 married female participants between the age of 25 to 40 from the urban parts of Colombo engaged in executive level employment at both private and public institutions who participated in semi-structured interviews. The results depicted both positive and negative spillover. The participants highlighted a positive spillover leading to work family enrichment through varied tangible and non-tangible resources during the initial phases of employment; however this was overpowered by the high frequency of work family conflicts (WFC) resulting in negative spillover. These were due to the inter-role conflict between the work role and family role of the individual. The pressures in the work domain

ranging from work overload, unhealthy management practices, rigid deadlines, nonconductive work environments and lack of work ethics led to a compromise in the family role through both expected and assigned social and familial responsibilities and quality time such as leisure. When applying the crossover component of the model, it was noted that there was less tendency for the participants to transfer negative experiences of the work domain on their partners and children directly through their behavior. However, it was interesting to emphasize that the affective states played a key role in transferring both the positive and negative experiences of the work domain on the home domain. Further studies are required to capture how the effects of the SCM would vary based on personality types of married youth.

Keywords: *Spillover-crossover model, Transference, Work-family balance, Youth*

Use of Proxemics: Ethical Considerations of the Process of Communication in the Family

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Representing spatial cues, including interpersonal distance, territoriality and other spacing relationships, 'Proxemics' comes under one of seven codes of non-verbal signals. Regarding the civility of every society, the use of 'proxemics' is accountable as it is one of the criteria which distinguishes the ethical specialties of communication in a variety of settings. In any social situation, one's communication is massively influenced by related family. In this context, considering the process of communication in the family, this study has two objectives: the major one was to identify a common code of ethics in the use of 'proxemics' and the other specific one was to identify attributed values in the use of proxemics. The mixed research methodology was applied. Qualitative data were obtained. Interviews were used as the main instrument of data collection while observation was also conducted. Only for this study, the families were categorized into five groups under a simple socio-economic criterion; by names the families represent, ancient folk, rural elites' ancestry, modern middle class, modern

rural folk, and modern town folk. Allowing five families to belong to each group, a sum of twenty five families in the Kurunegala district were randomly selected as the sample. Three indicators of 'proxemics' namely inter personal distance, space to sleep and space to sit were considered. More close proximity seems common when communicating only with family members but not with aliens. No influence was taken from outsiders to change interpersonal space when communicating with family members but with outsiders. Both indicators 'sleeping closely' and 'sitting closely' show some variations in practice according to the family category but more families revealed even attitudes about the particular use of 'proxemics' though the practice doesn't represent it. Conclusion made by the attitudes of the sample families as a qualitative analysis was done stating that there are more common ethics in the use of 'proxemics' in the process of communication in the family.

Keywords: *Ethics, Non- verbal signals, Proxemics, Space*

A Sociological Study on Illegal Activities Done by Street Female Sex Workers (With Reference to Pettah and Fort)

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Although commercial sex is illegal in Sri Lanka, yet the number of street female sex workers (SFSWs) is increasing. In this situation it is essential to find out the illegal activities done by SFSWs. The main aim of the study was to identify the illegal activities done by SFSWs. Research problem of the study was 'what are the illegal activities done by SFSWs?'. Survey method and case study method was used as research methods. According to police reports and other statistics, SFSWs highly operate in Colombo. Therefore, Pettah and Fort were selected as the study areas. Snowball sampling technique was used to select the sample of 40 SFSWs. It has employed both primary and secondary data. Primary data collection was done by using structured questionnaire, in-depth interviews and case studies. According to the research findings, some of the SFSWs had been engaged in more than one illegal activity. It was revealed that the majority, 78%, of the sample had used intoxicants. 58% of the sample had committed robbery. Further, this research found that 28% of the sample was engaged in pick pocketing.

Drug selling (30%), same sexual activities - Lesbian (18%), drug peddling (13%), trafficking minors for prostitution (10%) are the other illegal activities committed by the respondents. It can be concluded that in addition to sex work the SFSWs engaged in illegal activities and most of them are engaged in drug related illegal activities.

Keywords: *Commercial sex, Female sex workers, Illegal activities, Intoxicants, Lesbian*

Motivational Factors of Demanding Life Insurance

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Presently, life insurance plays a significant role in individuals' and household' financial lives as it is a border against the loss of income after the death of a breadwinner. This is because the insurer will pay the payee a determined sum of money after his/her passing away, or when he/she is disabled with a critical illness. Life insurance is hence, a form of security from the uncertainties in life. This study intended to find out the motivational factors which affect the demand of life insurance in Sri Lanka. Primary data for the study were collected from 100 policyholders. As it was difficult to obtain a correct sample, convenient sampling method was used to obtain the sampling units in urban areas in the Gampaha District. The research was conducted from April to June 2018, using face-to-face interviews with a questionnaire. Five motivational factors were identified while reviewing the literature: protection of family members, saving, paying debts, increasing financial security and having peace of mind. Out of 100 respondents, the majority were female (58%), married (64%), Sinhala (71%), Buddhist (64%),

Educated up to A/Ls (48%), Aged between 50 to 59 years (46%), involved in business (38%) and earn a monthly income between Rs. 50,000–100,000. The majority of the respondents insured for the Protection of Family Members (34%), followed by 'Keep Savings' (19%) with a least motivation to 'Make Peace of Mind' (11%). An analysis of variance (ANOVA) was also conducted to compare the means of the samples. Significant variation was found between the motives for purchasing life insurance with the race ($F = 2.579, p < .05$), with the religion ($F = 3.492, p < .05$) and with the age ($F = 3.385, p < .05$). The study revealed that age, religion and race affect demand for life insurance. Results further reveal that the main motivation which influences urban people to purchase life insurance is associated with their concerns about protecting their family members.

Keywords: *Influence, Life insurance, Motivational factors*

Social and Cultural Factors Related to Depression; A Sociological Study on Depression

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Depression can be identified as one of the most common psychological issues which also is the reason for many other acute psychological problems. There is a scientific consensus that depression results from social, psychological, biological and genetic causes. There are so many ways one would be able to become depressed, but the most common and most prevalent way thus far would be the interpersonal relationships of a person and their family, social lives, and the relationship between their gender and the discrimination they suffer at the hands of others. This study tried to identify the social and cultural factors related to depression using a medical sociological perspective. The study was conducted in Senapura divisional hospital in Anuradhapura district. Six patients who were diagnosed with symptoms of depression were selected using purposive sampling method. In addition medical officer of the outpatient division and family member of each patient were interviewed using in-depth interview method. The study identified that many interpersonal causes such as gender

family; marital problems could be the most prominent causes for depression. Specially having less social support network to cope up with the stress could contribute leading one in to depression. Furthermore the highly competitive globalized consumer culture could also be a possible factor for depression as people are filled with never ending expectations and goals. The conflict and violent experiences have led to long term depression due to traumatic experiences they went through at the time of a conflict. In addition age could also be a factor that lead in to depression among elderly population as they suffer from isolation and many physical difficulties. It is vital to give attention to social and cultural factors of depression as the same social and cultural factors could be used as a social support network to prevent depression.

Keywords: *Depression, Medical sociology*

Tik Tok Culture and its Social Media Usage Patterns among Young Generation in Contemporary Sri Lankan Society

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Tik Tok is an application for smart phones which allows the users to make short videos. It provides background music where the users can create lip-synching videos to music that they prefer. At present Tik Tok has more than 500 million users worldwide. Tik Tok user base is mostly the young between the age group of 13-24. In contemporary Sri Lanka Tik Tok is a social media application which has gained popularity as an entertainment application among the young generation. This study mainly tried to examine the social media usage patterns of its' young users and viewers using a cyber-culture sociological approach. The study sample was selected using a purposive sampling method. Forty (40) respondents between age (15-30) were selected as twenty (20) users and twenty (20) viewers. Questionnaire method, in-depth interviews, and observation method was used as primary data collection methods. The findings of the study explained that Tik Tok is an entertainment application which provides the users a new way of expressing themselves within the virtual cyber-space. Tik Tok does allow the users to make

creative video content and advertise themselves in a virtual space which has also allowed the individuals to create a self-identity in the cyber space. The app usage among the young generation is motivated by the "fear of Missing out" from their generation or peer groups. The popularity that the users may gain has created "micro celebrities" within the virtual cyber-space. The app is also has gained attention as a possible money making opportunity or to advertise the consumer brands. In addition the app is also considered as something that the users may use when they are bored rather than keeping touch with the friend or news in the world. The Tik Tok users are at times gaining popularity not only for the creativity of the content but also the humorous, pornographic content uploaded by the videos. Tik Tok can be identified as a new trend of hyper-reality in the post-modern society.

Keywords: *Cyber space, Social media, Tik tok, Virtual space*

Social Capital, Income Attainment, Job Experience and Educational Status in the Work Place

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Social capital is the contribution to an organization's success that can be attributed to personal relationships and networks that help build trust and respect among employees, both within the organization and outside. The purpose of this paper is to ask whether access to social capital is associated with differences in the wages, job experiences and educational status of employees within the organization. To be more precise, to investigate whether there is a relationship between the social capital and the key factors in the work place. The authors selected the sample through systematic random sampling method from an industrial firm in Sri Lanka. The logistic regression model used was under three independent variables and one qualitative dependent variable. The variables in the equation examined the reliability of the data individually. The p-values are all below 0.05 from the test. This means that, there is a strong relationship between independent variables and the dependent variable individually. When income increase in 1%, other independent variables remain constant, the social capital increase by

1.95%. When educational aspects increase in 1%, other independent variables remain constant, the social capital increase by 1.9%. When the period of job experience increase in 1%, other independent variables remain constant and the social capital increase by 1.8%. When all independent variables remain constant the social capital is 4%. The results demonstrate that the income attainment, job experience and educational status of employees have a positive impact on their access to social capital in the organization. It emphasizes that if employees have excessive income, more experience and high level of education they contribute more social capital to the work place.

Keywords: *Social capital, Labor market, Income, Job experiences*