

**Fourth Annual Student Research Session
On
Social Sciences and Languages**

ABSTRACTS

26th July 2018

Faculty of Social Sciences and Languages, Sabaragamuwa University of Sri
Lanka

P.O. Box 02, Belihuloya, 70140 - Sri Lanka

Fourth Annual Student Research Session-2018

2018 July

Fourth Annual Student Research Session on Social Sciences and
Languages

Responsibilities for the contents of the abstracts included in this publication remain with the respective authors. Views and opinions expressed in the abstracts are of the respective authors but not of the Sabaragamuwa University of Sri Lanka.

Copy right © at Faculty of Social Sciences and Languages,
Sabaragamuwa University of Sri Lanka

Fourth Annual Student Research Session on Social Sciences and
Languages
Faculty of Social Sciences and Languages
Sabaragamuwa University of Sri Lanka
P.O. Box 02
Belihuloya, 70140
Sri Lanka.

Front page designed by Ms. K. S. Ranasinghe and Mr. R. Weerakoon
Printed by Sigiri Printers, No. 121, Barns Rathwatta Rd, Balangoda

Published by Faculty of Social Sciences and Languages,
Sabaragamuwa University of Sri Lanka.

Email: srs@ssl.ac.lk

Telephone: +94-45-2280048

Fax: +94-45-2280034

ISBN: 978-955-644-064-5

CONFERENCE SECRETARIAT

Chairperson	Dr. K.S.N. Prasangani
Secretary	Mr. H.U.S. Pradeep
Representatives	Mr. A.M.I. Gunarathne Mr. G.C.L. Pathirana Mr. D.A.N.S.Y. Dasanayake Mr. R.C. Palliyaguruge Mrs. H.M.P. Herath Mrs. W. Madara Seuwandi Mrs. K.B.P.C. Anuradha Wijerathne Mrs. Kalpani Nandasena Ms. H.M.T.M.A. Molagoda Ms. K.P.A. Priyadarshani Ms. N.P.R. Mendis Ms. Hiranji Perera Ms. Savithri Karunanayake

**FOURTH ANNUAL STUDENT RESEARCH SESSION ON
SOCIAL SCIENCES AND LANGUAGES**

ADVISORY COMMITTEE

- Prof. M. Sunil Shantha : Vice Chancellor, Sabaragamuwa University
of Sri Lanka
- Dr. Manoj Ariyaratne : Dean, Faculty of Social Sciences and
Languages
- Dr. K.V.D.E. Menike : Head, Department of Geography and
Environmental Management
- Dr. Sarath Ananda : Head, Department of Social Sciences
- Dr. R.G.S. Rathnayake : Head, Department of Languages
- Dr. M.A.C.S.S. Fernando : Head, Department of Economics and
Statistics
- Mrs. R.W.M.P.G.I.K. Weerakoon : Head, Department of English Language
Teaching
- Dr. S.M.N.G. Samarakoon : Department of Economics and Statistics
- Dr. K.P.L.N. Patabandi : Department of Geography and
Environmental Management
- Dr. R.A.D.P. Weerasekara : Department of Languages
- Dr. Aruna Shantha : Department of Economics and Statistics

**FOURTH ANNUAL STUDENT RESEARCH SESSION ON
SOCIAL SCIENCES AND LANGUAGES**

EDITORIAL BOARD

Dr. Sarath Ananada
Mrs. R.J.M. Uduporuwa
Mrs. Shanthi Hemalatha
Mr. Saman Handaragama
Mr. H.A.M.A. Hapugoda
Mrs. B.M.L.R.K. Basnayake
Mr. B. Nagoda Vithana
Mr. W.A. Senathissa
Mrs. Kalpani Nandasena
Ms. N.M. Wijesekara
Ms. H.M.T.M.H. Molagoda

LANGUAGE EDITING COMMITTEE

Mr. J.K.C. Dissanayake
Dr. R.A.D.P. Weerasekara
Mrs. R.W.M.P.G.I.K. Weerakoon
Mrs. B.M.L.R.K. Basnayake
Mr. D.A.N.S.Y. Dasanayake
Dr. U.P. Lekamge
Ms. S.P.S.P. Weerasinghe
Mr. K.S. Sivayesunesan
Mr. W.T.C.J. De Silva
Ms. H.M.T.M.H. Molagoda
Ms. Savithri Karunanayake
Ms. Hiranji Perera

MESSAGE FROM THE VICE CHANCELLOR

I am dedicated to the belief that the 4th Annual Student Research Session is a multidisciplinary research conference platform for staff and students to share their research and experiences. Offering presentations of academic papers, illustrated talks, interactive panels and demonstrations, engaging performances, informative poster sessions, the objective of the Annual Research Session is to provide a forum for intellectual engagement and discussions on issues related and unique to Oceania, a global resource endowed with significant ecological and cultural diversity. The problems we face results from various factors involving a number of difference academic disciplines. Recognizing this point, we need to adopt a multidisciplinary approach to solve such problems. Having pointed out the importance of a multidisciplinary approach; I would like to argue that the students need to develop highly competitive capability in one of many disciplines including economics, political science, international relations, history, sociology and other. It is also important for us not only to realize but also to accept the diversity on the ways of understanding and dealing with problems, this annual research session will be a platform to present your innovative findings to the researchers policy makers and the community.

The university feels that before students commence their career, they must be armed with as many as skills as possible. For, we think that their performance will help them to have a firm ground under their feet and reflect on the university well.

I wish to thank the Dean, Heads of Departments, Chairperson, Secretary, Members of the organizing Committee, members of the academic staff of the Faculty of Social Sciences & Languages, for rally together, dedicating their valuable time and energy towards making this event successful and memorable.

Wish you to success all your research findings a reality in the future

Prof. M. Sunil Shantha
Vice-Chancellor
Sabaragamuwa University of Sri Lanka.

**MESSAGE FROM THE DEAN OF THE FACULTY OF
SOCIAL SCIENCES AND LANGUAGES**

It gives me a great pleasure in issuing this message to the Fourth Annual Student Research Session on Social Sciences and Languages in the Faculty of Social Sciences and Languages, Sabaragamuwa University of Sri Lanka scheduled to be held on 26th July 2018.

The main objective of this research session is to provide students with an opportunity to do research and disseminate their findings in order to create self inclination for research and thereby to inculcate a research culture in the Faculty of Social Sciences and Languages, Sabaragamuwa University of Sri Lanka.

This Faculty in its relatively short history has been fortunate enough to be accredited as a Faculty with ‘A’ grade Degree programs among the Faculties of Social Sciences and Humanities in the Sri Lankan university system by the Quality Assurance Council of UGC after a very formal review process as a result of being very innovative in its academic endeavor. In this venture, while promoting English education, English medium education, ICT and trilingual skills, the Faculty has introduced number of very innovative academic exercises like student research session to produce able graduates equipped with knowledge, positive attitudes and skills to step up with confidence to the world of work.

Hence, I wish to thank Dr. K.S.N. Prasangani, the Chairperson of the research session and Mr. H.U.S. Pradeep, the Secretary and the Committee who shouldered the responsibility of organizing this event. The contribution of the Heads of Departments, the academic, administrative and nonacademic staff and students to make this event a success is commendable. I firmly believe that the Faculty will make every effort possible to sustain the research interest and continue organizing this research session for the benefit of the future generation.

Dr. Manoj Ariyaratne
Dean,
Faculty of Social Sciences and Languages
Sabaragamuwa University of Sri Lanka.

CONTENTS

CHINEESE

AN ANALYSIS OF THE FACTORS THAT ATTRACT CHINESE TOURISTS
TO VISIT SRI LANKA

E. R.C.U.K. Edirimanna^{1*}, R.A.R.P. Maduwanthi¹ and G.K.C. Chandrarathne² 2

A COMPARATIVE STUDY OF SRI LANKAN NEW YEAR AND CHINESE
SPRING FESTIVAL

M.G.G.A. Lakshitha^{1*} and R.A.R.P. Maduwanthi¹ 3

AN ANALYTICAL STUDY OF CHINESE AND SRI LANKAN TEA CULTURE
K.C. Gayesha^{1*} and R.A.R.P. Maduwanthi¹ 4

A STUDY OF THE USE OF CHINESE AND ENGLISH PREPOSITIONS BY
SRI LANKAN UNIVERSITY STUDENTS

I.D.G.C.L. Gunathilaka^{1*} and D.A.N.S.Y. Dassnayake¹ 5

A STUDY OF THE USE OF CHINESE IDIOMS BY CHINESE SPECIALIZED
STUDENTS

(With Special Reference to Students of Sabaragamuwa University of Sri Lanka)

S.R. Liyanagama^{1*} and Yi Yingzi¹ 6

STUDY OF THE DISTINCTIONS OF BUDDHIST CULTURE OF CHINA AND
SRI LANKA

M.T.S. Malgahagedara^{1*} and Zhu Lina¹ 7

A STUDY OF THE FOOD RELATED ISSUES FACED BY CHINESE
TOURISTS VISITING SRI LANKA

(Based on Chinese Customers of Best of Lanka Tour Agency)

G.T.D.Nisansala^{1*}, D.A.N.S.Y. Dasanayake¹ and N. Shyemahka² 8

A STUDY OF THE USE OF CHINESE INITIALS AND FINALS BY
ADVANCED LEVEL CHINESE LANGUAGE STUDENTS

(With Special Reference to Students in Kurunegala District)

W.T.M.S. Pushpamala^{1*} and Yi Yingzi¹ 9

TECHNICAL ERRORS AND ISSUES ENCOUNTERED BY ADVANCED
LEVEL CHINESE LANGUAGE STUDENTS IN WRITING CHARACTERS

(With Special Reference to Advanced Level Students in Western Province)

W.K.H. Udeshika^{1*} and Zhu Lina¹ 10

ECONOMICS

CUSTOMER ADAPTATION TO GREEN SAVINGS ACCOUNT (With Special Reference to Pan Asia Bank) S.N. Nagasinghe ^{1*} , M.D.J.W. Wijesinghe ¹ and D. Samarasinghe ²	12
FACTORS AFFECTING THE DEMAND FOR SAVING DEPOSITS (With Special Reference to Hatton National Bank, Biyagama Branch) A.H.W. Sathsarani ^{1*} , W.A. Senathissa ¹ and M.H.M. Fairouz ²	13
A STUDY OF THE IMPACT OF CUSTOMERS' DEPOSITS, DEBITS AND ORGANISATIONAL CAPITAL ON PROFITABILITY (With Special Reference to Bank of Ceylon) T.P.N. De Silva ^{1*} , A.M.I.Gunarathna ¹ and P. Balasooriya ²	14
THE EFFECT OF RELATIONAL QUALITIES ON BUSINESS PERFORMANCE OF GEM DEALERS IN SRI LANKA K.V.P.I. Gamage ^{1*} and H.M.S Priyanath ¹	15
FACTORS AFFECTING THE COST OF CONSTRUCTION (With Special Reference to Gameesha Pvt Ltd) J.L.J.Kaushalya ^{1*} , A.M.I.Gunarathna ¹ and S. Wickramaarchchi ²	16
REASONS FOR NON-PERFORMING LOANS IN BANK OF CEYLON (With Special Reference to Kuruwita Branch) A.D.B.M. Premalal ^{1*} , S.J.M.N.G. Samarakoon ¹ and M.B.D. Rasika ²	17
THE FACTORS AFFECTING THE PRODUCTIVITY OF THE RAIN FED SMALL SCALE PADDY M.H.L.S. Pradeep ^{1*} , A.A. Shantha ¹ and L.I. Ramanayaka ²	18
FACTORS ASSOCIATED WITH MEAT DEMAND (With Special Reference to Cargills Food City, Kolamunna) K.A.D. Tharuka ^{1*} , G.R.S.R.C. Samaraweera ¹ and I.M.D.K. Ilangakoon ²	19
DETERMINANTS AND IMPACTS OF PROFESSIONAL MOONLIGHTING IN SRI LANKA S.D. Weerathunga ^{1*} and G.R.S.R.C. Samaraweera ¹	20

Fourth Annual Student Research Session-2018

FACTORS AFFECTING THE RELUCTANCE TO USE E-BANKING SERVICES BY SENIOR CITIZENS IN SRI LANKA (With Special Reference to Bank of Ceylon Pasgoda Branch) D.L.C. Deshapriya ^{1*} , H.M.S. Priyanath ¹ and A.M. Ranaweera ²	21
FACTORS AFFECTING THE LABOR PRODUCTIVITY (With Reference to MAS Silueta, Biyagama) M.A.S. Manorathna ^{1*} , S.J.M.N.G. Samarakoon ¹ and B.B. Kulathunga ²	22
FACTORS ASSOCIATED WITH ONLINE BANKING (With Special Reference to Sampath Bank Customers in Western Province) W.K.A. Buthsala ^{1*} , G.R.S.R.C. Samaraweera ¹ and K. Ekanayake ²	23
THE IMPACT OF CUSTOMER RELATIONSHIP ON CUSTOMER RETENTION IN BANKING INDUSTRY (With Special Reference to Bank of Ceylon, Homagama) Y.T.N. De Silva ^{1*} , M.D.J.W. Wijesinghe ¹ and W.M.G.C. Gunarathne ²	24
FACTORS AFFECTING THE CUSTOMERS' INTENTION TO USE GREEN BANKING PRODUCTS (With Special Reference to People's Bank-Pelmadulla) E.K. Harshani ^{1*} , A.A. Shantha ¹ and K.A.S.I. Kumarapeli ²	25
A STUDY OF THE FACTORS AFFECTING THE TENDENCY OF CUSTOMERS' E-BANKING SERVICE (With Special Reference to Bank of Ceylon, Weligama Branch) K.W.S.Kaushalya ^{1*} , H.M.S.Priyanath ¹ and C.L.J. Arachchi ²	26
DETERMINANTS OF BANK INTEREST RATE IN SRI LANKA A.G.S. Madubashini ^{1*} , G. R.S.R.C. Samaraweera ¹ and D.M.N.G. Kalpage ²	27
THE INFLUENCE OF THE FINANCIAL LITERACY ON THE FINANCIAL USES OF THE RURAL COMMUNITY M.S.I. Maduranga ^{1*} , A.A. Shantha ¹ and K.D.C. Ranaweera ²	28
FACTORS AFFECTING EMPLOYEE MOTIVATION: (With Reference to Bank of Ceylon-Trade Services Unit) K.V. Weerasinghe ^{1*} , A.M.I. Gunarathna ¹ and W.M.S.C. Fernando ²	29

Fourth Annual Student Research Session-2018

FACTORS AFFECTING CUSTOMERS' ADOPTION OF
E-BANKING

(With Special Reference to Bank of Ceylon, Nittambuwa Branch)

H.S.H. Weerasooriya^{1*}, M.D.J.W. Wijesinghe¹ and W.A.P. Sanjeevani²..... 30

EFFECT OF BUYER - SELLER RELATIONSHIP ON SALES REVENUE

(With Special Reference to DSI Sales Outlets in Galle)

E.B.N. Perera^{1*}, S.J.M.N.G. Samarakoon¹ and G.A.C.R. Adikaram².....31

FACTORS AFFECTING THE USAGE OF CREDIT CARDS

(With Special Reference to Urban Area of Kottawa)

E.B.N. Perera^{1*}, S.J.M.N.G. Samarakoon¹ and G.A.C.R. Adikaram²..... 32

THE EFFECT OF PERSONALITY TRAITS ON JOB PERFORMANCE OF
GOVERNMENT EMPLOYEES IN SRI LANKA

(With Special Reference to Ministry of Home Affairs)

O.N.S. Fonseka^{1*}, W.A. Senathissa¹ and M.G.B.L. Manohari²..... 33

FACTORS ASSOCIATED WITH INDUSTRIAL PRODUCTION IN SRI LANKA

S.H.N. Dileeka^{1*}, G.R.S.R.C. Samaraweera¹ and C.R. Abesiriwardhana²..... 34

THE EMPIRICAL ANALYSIS TO IDENTIFY THE EFFECTIVE FUEL
DISTRIBUTION ROUTE IN SRI LANKA

(With Special Reference to CEYPETCO)

B.P.U. Ishani^{1*}, W.A. Senathissa¹ and A.W.K. C. S.K. Senaviratana² 35

THE IMPACT OF TRAINING ON EMPLOYEES PERFORMANCE

D.S.R.N. Anjana^{1*}, A.A. Shantha¹ and S.B.G. Jayawardhane²..... 36

THE DETERMINANT OF SUGAR PRODUCTION

W.A.D.C. Madusa^{1*}, A.M.I. Gunarathne¹ and K.C. Pathirana²..... 37

DETERMINANTS OF NON- MOVING STOCK OF SPARE PARTS

(With Special Reference to Ford Sri Lanka)

S. M. M. Nilanjani^{1*}, W. A. Senathissa¹ and G.B. Sampath² 38

THE EFFECTS OF RELATIONAL NORMS ON CUSTOMER SATISFACTION

(With Special Reference to People's Bank, Balangoda)

M.D.S. Gunasena ^{1*}, S.J.M.N.G. Samarakoon¹ and I.K.C. Abeywardhana³ 39

Fourth Annual Student Research Session-2018

THE STUDY ABOUT THE FACTORS INFLUENCING ON GOLD JEWELRY HYPOTHECATION M.D.V. Chinthaka ^{1*} , A.M.I. Gunarathna ¹ and H. Vidanapathirana ²	40
THE IMPACT OF INTERNAL CONTROL ON JOB SATISFACTION OF THE EMPLOYEES (With Special Reference to JAT Technologies (Pvt) Ltd) B.U.C. Ransika ^{1*} , A. A. Shantha ¹ and M. D. S. Perera ²	41
FACTORS AFFECTING THE JOB SATISFACTION OF EMPLOYEES (With Special Reference to GAJMA & CO) D.A.G. Samarawickrama ^{1*} , A.M.I. Gunarathna ¹ and L.M.V.S.M. De Mel ²	42
FACTORS AFFECTING PROFIT (With Special Reference to Litro Gas Lanka) W.A.D.N. Aroshi ^{1*} , I. Gunarathne ¹ and R.I. Martin ²	43
FACTORS AFFECTING THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES A.G.N. Madhushika ^{1*} , S.J.M.N.G. Samarakoon ¹ and H. Wijewardhana ²	44
DETERMINANTS FOR INSTANT FOOD DEMAND (With Special Reference to Laugfs Supermarket Chain) A.S.P. Sandaruwani ^{1*} , M.D.J.W Wijesinghe ¹ and K. Nagasinghe ²	45
DETERMINANTS OF ROA (With Special Reference to People's Bank) M.M.T. Yashodha ^{1*} , W.A. Senathissa ¹ and E.A.D.J. Priyashantha ²	46
FACTORS AFFECTING TENDENCY IN EMPLOYEE TURNOVER J.M.S.S. Perera ^{1*} and H.M.S. Priyanath ¹	47
FACTORS AFFECTING THE EMPLOYEES' SATISFACTION (With Special Reference to Ernst & Young) B.K.S.N. Bopage ^{1*} , S.J.M.N.G. Samarakoon ¹ and R. Silvester ²	48

ENGLISH

UNHEARD VOICES IN THE POST-WAR NARRATIVES IN SRI LANKA: EVIDENCE AFTER 2009

K.A.D.E. Kodithuwakku^{1*} and H.A.M.A. Hapugoda¹..... 50

EFFECTIVENESS OF ENGLISH LANGUAGE CURRICULUM IN NON-STATE HIGHER EDUCATION INSTITUTES IN SRI LANKA

(With Special Reference to KIU, Battaramulla)

H.R.G. Ramanayaka^{1*}, S.P. S.P. Weerasinghe¹ and N. Perera²..... 51

THE USE OF SRI LANKAN ENGLISH IN RADIO PROGRAMS BROADCAST ON ENGLISH SERVICE, SRI LANKA BROADCASTING CORPORATION FROM 1970 TO 2018

S. Kaluarachchi^{1*}, S.P.S.P. Weerasinghe¹ and T. Samarasooriya²..... 52

LISTENERS' ATTITUDE TOWARD CODE-MIXING AND CODE- SWITCHING IN THE LANGUAGE USED IN RADIO COMMERCIALS

(A Survey Based on the Advertisements Broadcast on English, Sinhala and Tamil
Services of SLBC)

F.N. Shazna^{1*}, S.P. Weerasinghe¹ and T.I.S. Samarasooriya²..... 53

ENGLISH LANGUAGE NEEDS OF HEALTH CARE PROFESSIONALS IN SRI LANKA: AS PERCEIVED BY HEALTHCARE PROFESSIONALS AT KIU

T.V.K.C.Thalpavila^{1*}, S. P. S. S. Weerasinghe¹ and N. Perera² 54

GEOGRAPHY

CONTRIBUTION OF BIYAGAMA EXPORT PROCESSING ZONE FOR THE REGIONAL DEVELOPMENT

L.A.V.Y.P. LiyanaArachchchi^{1*} and K.B.P.C.A. Wijerathna¹ 56

IDENTIFICATION OF THE CONTRIBUTION OF LOW INCOME PEOPLE FOR URBAN WASTE GENERATION

(With Special Reference to LaksadaSewana Flat, Kolonnawa)

H.G.R. Gunasekara^{1*} and W.D.K.V. Nandasena¹ 57

MULTI HAZARDS VULNERABILITY AND RISK IN THE KIRIKETIOYA AND BELIHULOYA WATERSHED

P.K.V.S. Dananjaya^{1*} and K.V.D. Edirisooriya¹ 58

Fourth Annual Student Research Session-2018

A STUDY OF PHYSICAL AND HUMAN FACTORS EFFECTING LANDSLIDE RICKS

(With Special Reference to Inikammedda and Bandarawela-East Grama Niladari Divisions in Bandarawela Divisional Secretariat Division)

W.A.K. Chathurika^{1*}, R.J.M. Uduporuwa¹ and R.M.W.P. Rathnayaka²..... 59

ENVIRONMENTAL AND SOCIAL ISSUES OF METAL QUARRYING

(With Special Reference to 605b Olaboduwa North GN in Horana Divisional Secretariat Division)

G.D.J.A. Gamage^{1*} and W.D.K.V. Nandasena¹ 60

ANALYZING THE IMPACT OF FLOOD CAUSED BY IMPROPER LAND USE ACTIVITIES IN MUTTUR DS DIVISION

T. Kathiresan^{1*}, K.B.P.C.A. Wijeratne¹ and K. Sugunathas² 61

FEASIBILITY OF PRESENT URBAN LAND USE DEVELOPMENT PLANS AND GUIDELINES

(With Special Reference to Panchikawatta Urban Area)

S.M.S. Samarakoon^{1*}, W.D.K.V. Nandasena¹ and P. Nawaratne² 62

ATTITUDES, RESPONSE AND ISSUES RELATED TO SOLID WASTE MANAGEMENT IN AKURESSA DS DIVISION.

T.G.C. Deurandi^{1*}, H.M.P. Herath¹ and H.A.C.N. Dharmasena² 63

IMPACT ASSESSMENT OF LANDSLIDE INDUCED RESETTLEMENT

(With Special Reference to Meeriyabedda Resettlement Project)

I.A.M.D. Iddamalgod^{1*}, R.J.M. Uduporuwa¹ and R.M.W.P. Rathnayaka² 64

SIGNIFICANCE OF NON SPECIFIC PARAMETERS FOR CLIMATIC CHANGE

(With A Reference to Monaragala District)

W.G.P.D. Kumari^{1*} and K.V.D. Edirisooriya¹ 65

A STUDY OF THE TEMPORAL CHANGES OF GREEN SPACE WHICH CAUSED URBAN HEAT

(With Special Reference to Colombo City Area)

K. Kapithira^{1*}, K.P.L.N. Patabandi¹ and P. Nawarathna² 66

SOCIO-ECONOMIC IMPACT ON HUMAN ELEPHANT CONFLICT IN THIRUKKOVIL DS DIVISION

N. Niraj^{1*}, W.D.K.V. Nandasena² and N. Thayanantham² 67

Fourth Annual Student Research Session-2018

- IDENTIFICATION OF THE TEMPORAL PROPENSITY OF THE
ABANDONMENT OF PADDY LANDS AND SOCIO- -ECONOMIC REASONS
BEHIND IT
(With Special Reference to Holuwagoda GN Division)
M.K.S. Chandima^{1*}, E.M.T.K. Senevirathne¹ and H.M. Chandrasena²..... 68
- IDENTIFICATION OF THE SPATIAL DISTRIBUTION OF COMMON
POTENTIALS FOR THE INVESTORS ATTRACTION IN AN URBAN AREA
(Special Reference to Homagama DS Division)
E.M.P.I. Ekanayaka^{1*} and H.M.P. Herath¹ 69
- STUDY THE IMPACT OF FLOOD ON EDUCATION
(From Selected Schools in Athuraliya DS Division)
W.K. Gihari^{1*}, E.M.T.K Senevirathna¹ and M.A.K. Kusumlatha² 70
- STUDYING THE COMMUNITY WATER PROJECT BY DEHIOWITA,
MADOLA SAMAGI COMMUNITY BASED ORGANIZATION
P.G.R.R.S. Kumari^{1*} and K.P.L. Patabendi¹ 71
- ANALYSIS OF STATUS AND IMPACT OF FOREST ENCROACHMENT IN
VAVUNIYA DS DIVISION, VAVUNIYA
M. Surenthini^{1*}, E.M.T.K. Senaviratne¹ and S.H.K. Sathichandra² 72
- IDENTIFICATION OF THREATS AND CHALLENGES OF THE COCONUT
CULTIVATION
R.M.A.M. Rasnayaka^{1*} and K.P.L.N. Patabandi² 73
- URBAN DEVELOPMENT BY ENHANCING THE EFFICIENCY OF THE
REVENUE MANAGEMENT SYSTEM IN SRI LANKA
(With Special Reference to Vavuniya Urban Council)
M. Thinooja¹, H.M.P. Herath¹, and I. Thayaparan² 74
- A STUDY OF THE ENVIRONMENTAL EFFECT OF THE CENTRAL
HIGHWAY SYSTEM
R.A.P.M. Wijewardana^{1*}, K.B.P.C.A. Wijerathne¹ and D.Rajapaksha²..... 75
- SOCIAL AND ENVIRONMENTAL IMPACTS OF RIVER SAND MINING IN
MAHIYANGANAYA DIVISIONAL SECRETARIAT AREA
S. Navaneetharas^{1*}, W.D.K.V. Nandasena¹ and M.A.C. Najeeef² 76

Fourth Annual Student Research Session-2018

A QUANTITATIVE ANALYSIS OF THE IMPACT OF URBAN GROWTH ON
VEGETATION COVER IN EMBILIPITIYA TOWN USING GIS AND RS
TECHNIQUES

W.S. Kumari^{1*} and R.J.M. Uduporuwa¹ 77

A STUDY OF THE IMPACT OF UNAUTHORIZED CONSTRUCTION ON THE
RESERVED AREAS

(With Special Reference to Moratuwa Municipality)

N. Lakmali^{1*} and K.P.L. N. Patabandi¹ 78

IDENTIFICATION OF ECOTOURISM POTENTIALITY OF POMPAKALE
FOREST RESERVOIR IN RATHNEPURA

H.M.Y.C. Wanninayake^{1*} and H.M.P. Herath² 79

A STUDY OF THE ENVIRONMENTAL AND ECONOMIC IMPACTS OF
DEDURU OYA RESERVOIR PROJECT

(With Special Reference to Malagane Area)

W.A.D.K. Weerasinghe¹, K.B.P.C.A. Wijerathne¹ and D.T. Rajapaksha³ 80

THE CONVERSION OF AGRICULTURAL LAND
IN HOMAGAMA DS DIVISION (1981-2016)

H.N.S.D.S. Wijayathilaka^{1*}, K.V.D. Edirisooriya¹ and W.M.M. Priyanthi² 81

STORMWATER MANAGEMENT IN KADUWELA MUNICIPAL COUNCIL
AREA

D.M.D.D. Dissanayaka^{1*}, R. J. M. Uduporuwa¹ and P. Nawarathna² 82

AN ANALYSIS OF THE IMPACT OF FLOOD CAUSED BY IMPROPER LAND
USAGE IN KURUWITA DS DIVISION

I.R.L.M. Ranawaka^{1*} and H.M.P. Herath¹ 83

A STUDY OF THE MANAGEMENT PRACTICES OF LAND USAGE IN
LANDSLIDE VULNERABLE AREAS OF KALUTARA DISTRICT

H.C. Thulani^{1*} and K.V.D. Edirisooriya¹ 84

A STUDY OF THE ENVIRONMENTAL IMPACTS OF OVER CONSUMPTION
OF MINERAL EXTRACTION IN VAVUNIYA DISTRICT

(With Special Reference to Vengalchessikulam Divisional Secretariat)

S. Deepika^{1*}, K.P.L.N. Patabandi¹ and N.D. Nayakaratne² 85

Fourth Annual Student Research Session-2018

A STUDY OF THE CONTRIBUTION OF SMALL TOWNS TOWARDS
REGIONAL DEVELOPMENT IN SRI LANKA

(With Special Reference to Kekirawa Twon)

S. Nasrin^{1*} and M. Uduporuwa¹ 86

GERMAN

IDENTIFYING THE FACTORS AFFECTING THE ACCOMMODATION
SATISFACTION OF THE GERMAN CLIENTS AT AITKEN SPENCE
TRAVELS

D. Andradi^{1*}, M. Pathirana¹ and P. Wijesundara² 88

IDENTIFYING THE ROLE OF GERMAN AS A FOREIGN LANGUAGE IN
THE GERMAN MARKET OF AITKEN SPENCE TRAVELS

A.H.M.N.K. Herath^{1*}, M. Pathirana¹ and S. Perera² 89

SHORT LITERARY TEXTS, POEMS AND SHORT STORIES AS A MEANS
OF DEVELOPING READING SKILLS IN TEACHING GERMAN AS A
FOREIGN LANGUAGE IN THE SCHOOLS OF NORTH WESTERN
PROVINCE OF SRI LANKA

H.M.S.S. Herath^{1*} and N. Paranavitana¹ 90

CAREER PROSPECTS OF TRANSLATION TO AND FROM GERMAN AS A
SUBJECT IN BACHELOR'S DEGREE IN SRILNKA

T. Marasinghe^{1*} and N. Paranavitana¹ 91

STUDENTS' MOTIVATION IN LEARNING GERMAN AS A FOREIGN
LANGUAGE IN THE SCHOOLS OF NORTH WESTERN PROVINCE

P.A.K.S. Wijegunawardana^{1*}, N.S.D. Paranavitana¹ and M.M.U.N.
Mannapperuma² 92

THE IMPORTANCE OF BELIHULOYA AS A NATURE-LOVERS' PARADISE
FOR GERMAN TOURISTS VISITING SRI LANKA

C.M.U.E.Chandrasekara^{1*} and N.S.D. Paranavitane¹ 93

A STUDY ON THE CUSTOMER SATISFACTION

(With Reference to the Hotel Ayurveda Paradise, Maho)

G.M.Jamaloni^{1*}, M. Pathirana¹ and P. Wickramasinghe² 94

Fourth Annual Student Research Session-2018

THE BEGINNERS' ACQUISITION OF THE CASES OF GERMAN LANGUAGE
IN THE SCHOOLS OF NORTH WESTERN PROVINCE
G.R.D.N. Wijethilaka^{1*}, B.A.P.M.L. Pathirana¹ and B.Y.S.S.²..... 95

HINDI

A STUDY OF THE ORIGINS AND EXPANSION OF NORTH INDIAN
FASHION DRESSES AND JEWELLERY
D.A.A. Dimansi^{1*} and W.M. Seuwandi¹ 97

A STUDY OF THE ATTRACTIVE METHODS TO IMPROVE LISTENING
ABILITY OF THE STUDENTS STUDYING HINDI AS A FOREIGN
LANGUAGE
E.A.V.N. Edirisinghe^{1*}, W. M. Seuwandi¹ and T.G.N. Nilmini²..... 98

A STUDY OF THE PROBLEMS RELATED TO THE ADJECTIVES IN HINDI
LANGUAGE, FACED BY STUDENTS WHO STUDY HINDI AS A FOREIGN
LANGUAGE
L.T.G.H.P. Harischandra^{1*}, B. N. Vithana¹ and K. Kanchanamala²..... 99

A STUDY OF THE TRANSLATION METHODS USED BY A MAJORITY OF
THE STUDENTS WHO STUDY HINDI FOR ADVANCED LEVEL
EXAMINATION AS A FOREIGN LANGUAGE
W.M.S.M. Warnasooriya^{1*}, B. N. Vithana¹ and D.M.N. Priyangika²..... 100

OBSERVING AND EXAMINING THE MISTAKES MADE BY THE
STUDENTS IN HINDI MULTIPLE CHOICE QUESTIONS WHO STUDY
HINDI AS A FOREIGN LANGUAGE
W.A.T.N Weerakoon^{1*}, B.N. Vithana¹ and A.K.M.P Rathnasekara² 101

**INFORMATION & COMMUNICATION
TECHNOLOGY**

QUALITY ASSURANCE FOR TRADING SYSTEMS ON EQUITY MARKET
W.A.S. Harshana^{1*}, K.S. Ranasinghe¹ and A. Wicramasinghe² 103

EFFECT OF POST EDITION:
A CASE OF WEDDING PHOTOGRAPHY STUDIO (NATIVE TRIBE
STUDIOS) IN SRI LANKA
K.E.S. Kapurubandara^{1*}, A.C. Nanayakkara¹ and A. J. Fernando² 104

Fourth Annual Student Research Session-2018

THE IMPACT OF ICT IN BOC BANKING SECTOR IN COLOMBO DISTRICT
I.C. Madushan^{1*} and R.M.N.B. Rathnayake¹ 105

ICT IMPLEMENTING INTRANET FOR A SK INTERNATIONAL HOLDINGS
(PVT) LTD
P.W.C. Mohotty^{1*}, R.V.S.P.K. Ranatunga² and N. Ranasinghe³ 106

DYNAMIC WEB APPLICATION PROJECT TO MANAGE INTERNAL TASKS
V.P.G. Priyankara^{1*}, A.C. Nanayakkara¹ and C. Godagama² 107

INFORMATION AND COMMUNICATION TECHNOLOGY DYNAMIC WEB
APPLICATION FOR STUDIO MANAGEMENT SYSTEM
G.E. Srimal^{1*}, S.P.K. Ranatunga² and C. Godagam³ 108

INFORMATION & COMMUNICATION TECHNOLOGY WEB APPLICATION
TO MANAGE THE BLOG
L.S.S De Silva^{1*}, K.S. Ranasinghe¹ and J. Bandara² 109

DEVELOPMENT OF COMMISSION CALCULATION AND MANAGEMENT
SYSTEM
(HNB E-Banking Department)
G.K.H.N. Dharmasiri^{1*}, R.V.S.P.K. Ranathunga² and R. Luzuras³ 110

ENHANCING THE BASIC FUNCTIONALITIES OF
SRI LANKAN CARGO WEBSITE
M.V. Dissanayake^{1*}, K.S. Ranasinghe¹ and W.W.J.S. Fernando² 111

DEVELOPMENT OF PAYMENT INVOICE MANAGEMENT SYSTEM TO
THE BANK OF CEYLON, SRI LANKA
R.A.M. Dissanayake^{1*}, A.C. Nanayakkara¹ and C.P.C. Abeyrathne² 112

IMPACT OF ICT:
AN EMPIRICAL STUDY OF RATHNAPURA DISTRICT
I.G.D. Imbulegama^{1*} and R.V.S.P.K. Ranathunga² 113

JAPANESE

THE EFFECTIVE TEACHING METHODOS OF LEARNING JAPANESE CHARACTERS FOR SRI LANKAN ORDINARY LEVEL JAPANESE STUDENTS W.R.I. Fernando ^{1*} , J. Mohotti ¹ and H.H.A.R. Dinusha ²	115
THE EFFECTIVE TEACHING METHODOLOGY WHICH ENCOUNTER FOR ADVANCED LEVEL JAPANESE LANGUAGE STUDENTS IN SRI LANKA FOR ACQURING DIALOGUE SKILS P.G.K. Jayawardhana ^{1*} , J. Mohotti ¹ and R.M.E.M. Rajapaksha ²	116
HOW DOES THE EDUCATION SYSTEM SHAPE UP THE ATTITUDES OF A NATION (Based on Japanese and Sri Lankan education systems) K.H.G.S. Weerawansha ^{1*} and Ai Ukigai ¹	117
AN OBJECTIVE STUDY OF STANDARD JAPANESE AND THE TOHOKU DIALECT (Focusing on Experiences as a Participant of JENESYS 2017) I.A.S. Grigson ^{1*} and Ai Ukigai ¹	118
THE OBSTACLES CONFRONTED BY THE ADVANCED LEVEL JAPANESE LEARNERS OF SRI LANKA IN STUDYING KANJI U.A.P.R. Jayasinghe ^{1*} and M. Muthumali ¹	119
COMPARATIVE STUDY OF JAPANESE AND SRI LANKAN SUPERSTITIOUS BELIEFS S.P.I.S. Sewarapperuma ^{1*} and M. Muthumali ¹	120
HOW TO IMPROVE COMMUNICATION SKILLS OF THE JAPANESE LANGUAGE LEARNERS OF SRI LANKAN HIGH SCHOOLS (A Survey Conducted Based on the Schools in Kurunegala Educational Zone) D.K.A.M.P. Ranasinghe ^{1*} and Ai Ukigai ¹	121
A STUDY OF THE REASONS FOR DIMINUTION OF RESULTS OF THE STUDENTS WHO LEARN JAPANESE LANGUAGE FOR ADVANCED LEVEL K.T.L Alwis ^{1*} , J. Mohotti ¹ and N.M. Senevirathne ²	122

POLITICAL SCIENCE

- A STUDY OF REASONS AND CAUSES THAT INCREASE CHILDREN'S SEXUAL ABUSES IN GAMPAHA DISTRICT, SRI LANKA
H.D.S. Swarnamali^{1*}, K.H.Lakmali¹ and Y. Abeysundara² 124
- GOVERNMENT CONTRIBUTION TO ERADICATE POVERTY
(With Special Reference to Grama Shakthi Programme)
C.I.N. Liyanarachchi^{1*}, H. Ranjith¹ and L. Soiza² 125
- AN ANALYTICAL STUDY OF THE ROLE OF THE PEOPLE'S REPRESENTATIVE IN IMPLEMENTING RURAL DEVELOPMENT PROJECTS
(With Reference to Grama Niladari Division of Bellagaswewa in Hambantota District)
M.K.G.M. Mahanama^{1*}, H. Ranjith¹ and E.D.C. Priyangika² 126
- EARLY MARRIAGE AMONG MUSLIMS IN SRI LANKA
(With Reference to a Muslim Area)
M.R.Z.Nasafa^{1*} and S.H. Hettiarachchi¹ 127
- A STUDY OF THE INTERVENTION OF LOCAL POLITICAL AUTHORITY ON GOVERNMENT ADMINISTRATION
(With Special Reference to Dickwella Divisional Secretariat)
G. Bibulewitharana^{1*}, A. Jayathilaka¹ and A.G.W.I. Rajapaksha² 128
- CHALLENGES AND POSSIBILITIES OF THE IMPLEMENTATION OF COOPERATIVE GOVERNANCE IN SRI LANKA
(With Special Reference to Kelani River Basin Multi Stakeholder Partnership (KMRP) Approach)
K.O.G.M.A.L. Herath^{1*} and G.C.L.Pathirana¹ 129
- THE PROTECTION OF EDUCATIONAL RIGHTS OF STREET CHILDREN
(With Special Reference to Katharagama Maha Dewalaya and Kiriwehera Sacred Place)
L.M.S.E. Bandara^{1*} and P. Uluwaduge¹ 130
- CHILD RIGHTS VIOLATIONS THROUGH INTERNET
(Child Sexual Abuse in Sri Lanka through Social Media Websites)
N.G.D. Madushani^{1*}, N.P.R. Mendis¹ and Y. Abeysundara² 131

Fourth Annual Student Research Session-2018

A PRACTICAL STUDY OF EFFECTIVENESS & EFFICIENCY OF
EMERGENCY SERVICE FOR CHILDREN (1929) IN NATIONAL CHILD
PROTECTION AUTHORITY
K.W.U.K.P. Kumara^{1*}, R.C. Palliyaguruge¹ and S. Malalgoda²..... 132

AN EMPIRICAL STUDY OF PROBLEMS AND PROSPECTS OF SPECIAL
NEEDS EDUCATIONAL POLICIES OF SRI LANKA
(With Special Reference to Right to Education)
M.G.G.G. Randika^{1*} and R.C. Palliyaguruge¹..... 133

AN ANALYTICAL STUDY OF THE FACTORS AFFECTING THE TRAINING
TRANSFER
(With Special Reference to Sri Lanka Administrative Service)
M.R.N.H. Karunaratne^{1*}, G.C.L. Pathirana¹ and S. Subasinghe²..... 134

SINHALA

THE CONTRIBUTION OF PRINTED MEDIA FOR CONSTRUCTING AN
ADVANCED CINEMA CRITIC TRADITION
(An Analytical Study of Selected Cinema Critic Articles in the Desathiya News
Magazine in 90's)
S.T.G. Kumudumali^{1*} and H.S. Senevi¹..... 136

A SEMIOTIC STUDY OF THE USAGE OF MULTIPLE SIGN SYSTEMS IN
THE TEXTS OF PRINTED MEDIA
(With Special Reference to The Covers and The Cover Stories In Desathiya)
D.M.M.K. Dissanayaka^{1*}, H.S. Senevi¹ and D.S.T. Mayadunne²..... 137

SOCIOLOGY

AN EXPLORATORY STUDY FOCUSING ON WOMEN'S ROLE IN THE
HOSPITALITY INDUSTRY
(with Special Reference to Waskaduwa Citrus Beach Hotel)
M.H.S.A. Jayalath^{1*}, A.S. Ananda¹ and W.W.R.W.M.M.H.B. Weerasooriya²..... 139

A SOCIOLOGICAL STUDY ON THE RECRUITMENT AND RETENTION
STRATEGIES FOR INSTITUTIONAL EFFICIENCY
(with Special Reference to Nawaloka Construction Company (Pvt.) Ltd.)
R.M.D.R. Bandara^{1*}, G. De Silva¹ and S.H.N. Priyantha² 140

STATISTICS

FACTORS AFFECTING THE SELECTION OF CAESAREAN BY PREGNANT MOTHERS IN RATNAPURA DISTRICT, SRI LANKA

B.M.A.N.K. Basnayake^{1*}, M.A.C.S.S. Frenando¹ and B.M.I. Gunawardana² 142

A COMPREHENSIVE SUSCEPTIBILITY COMPARISON OF CUSTOMERS ON SMART GEN ACCOUNTS

K.D. Chathurani^{1*}, U.S. Thathsarani¹ and S. Edirisinghe² 143

FACTORS AFFECTING JOB SATISFACTION OF EMPLOYEES

(With Special Reference to Divisional Secretariat Gampola)

E.M.N. Thilakarathna^{1*}, N.C. Weeraratne¹ and R.N.A.M.U.S.K. Warakagoda². 144

THE FORECAST OF SALES IN CARGILLS FOOD CITY

(With Special Reference to Cargills Food City PLC, JaEla)

K.G.K. Perera^{1*}, D.J. Jagoda¹ and H.G.D.J. Bandara²..... 145

STUDYING THE FACTORS AFFECTING DEFAULT OF PERSONAL LOAN REPAYMENT

(With Reference to Bank of Ceylon Dalugama)

D.A.U. Dayananda^{1*}, L.P. Himali¹ and K.D.U. Kumarapeli²..... 146

A STUDY OF THE FACTORS THAT AFFECT THE EARLY SCHOOL LEAVING

R.A.N. Dilhani^{1*}, N.C. Weeraratne¹ and K.K.C. Shiromalie² 147

IMPACT OF WORK LIFE BALANCE ON JOB SATISFACTION

M.R. Epa^{1*}, N.M. Wijesekara¹ and N.S.D. De Silva²..... 148

FACTORS AFFECTING THE EMPLOYEES' JOB SATISFACTION

(With Special Reference to W.E. Security Services (Pvt) Ltd)

E.H.D.A.C. Hettiarachchi^{1*}, M.A.C.S.S. Fernando¹ and M.A.V.N.R.

Wijegunawardhana²..... 149

FACTORS AFFECTING EMPLOYEE TURNOVER IN THE APPAREL INDUSTRY:

(With Special Reference to EAM Maliban Textiles (Pvt) Ltd)

K.M.H. Lasanthika^{1*}, D.J. Jagoda¹ and D.C. Hewage² 150

Fourth Annual Student Research Session-2018

IMPACT OF EMOTIONAL INTELLIGENCE ON ORGANIZATIONAL
COMMITMENT

(With Special Reference to Bank of Ceylon, Colombo Fort)

M.A.A. Perera^{1*}, N.M. Wijesekara¹ and E.R.M.K. Wijesinghe² 151

DISCREPANCIES IN RANDOM NUMBER GENERATORS IN STATISTICAL
SOFTWARE; FOCUS ON MINITAB, SPSS & R

N. Samuel^{1*} and M.A.C.S.S. Fernando¹ 152

A STUDY OF THE FACTORS CONTRIBUTING TO PRE-MATURE DEATH
OF SELF-EMPLOYMENT

(With the Field of Self Employment in the Thalawa Divisional Secretariat Division)

W.I.A.S. Nanayakkara^{1*}, N.C. Weerathne¹ and W.M.S.K. Bandara² 153

FACTORS INFLUENCING THE USAGE OF CREDIT CARDS

(Special Reference to People's Bank Kirindiwela Branch)

R.P.N. Madhushani^{1*}, L.P. Himali¹ and M.R.M. Rizvi² 154

THE IMPACT OF PANEL CHARACTERISTICS ON FINANCIAL
PERFORMANCE OF LISTED COMPANIES IN SRI LANKA

A.R. Opanayake^{1*} and L.P. Himali¹ 155

A STUDY OF FACTORS THAT IMPACT ON SMART FIXED DEPOSIT

F. Rifka^{1*}, N.C. Weerathna¹ and T.N. Kudagama² 156

IDENTIFYING THE RELATIONSHIP BETWEEN CUSTOMER
SATISFACTION AND THE COMPANY SALES

R. Perera^{1*}, L.P. Himali¹ and P. Palliyawatta² 157

IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY

(Special Reference to Samson Compounds Galle)

R.D.C.O. Perera^{1*}, N.M. Wijerathna¹ and B. Amarakoon² 158

CUSTOMER SATISFACTION ON INTERNET BANKING AND CASH
DEPOSIT MACHINE BANKING

G.G.M. Kithsiri^{1*}, U.S. Thathsarani¹ and M.T.U.S. Gunasena² 159

A STUDY OF THE FACTORS THAT AFFECT THE SMART PHONE USAGE
OF THE AGE GROUP OF 40 TO 60

D.R. Liyanaaratchi^{1*} and D.J. Jagoda¹ 160

Fourth Annual Student Research Session-2018

ASCERTAIN THE MOST APPROPRIATE SALES STRATEGY BY SOLEY
ANALYZING THE FINANCIAL PROFITABILITY OF THE EXISTING
SALES STRATEGIES

(With Special Reference to Strategical Trends Co (Pvt) Ltd)

M.U.S. Malkekula^{1*}, U.S. Thathsarani¹ and S.M. Disanayaka² 161

FACTORS AFFECTING THE TEA HARVEST IN LOW COUNTRY WET
ZONE -GALLE DISTRICT

(With Special Reference to Tea Small Holdings Development Authority-Galle)

P.G.M. Indrachapa^{1*}, U.S. Thathsarani¹ and D.L.C. Sooriyarachchi² 162

FACTORS AFFECTING THE ADOPTION OF INTERNET BANKING

(With Reference to Bank of Ceylon – Pelmadulla)

A.H.W.D. Sandamali^{1*}, M.A.C.S.S. Fernando¹ and A.G.S. Wajirakantha² 163

CONSTRUCTING AN INDEX TO MEASURE THE ENVIRONMENT
DESTRUCTION AND STUDYING THE EFFECT OF CHANGES

P.K. Malinga^{1*} and U.S Thathsarani¹ 164

EFFECT OF FACTORS THAT INFLUENCE THE CONSUMER BRAND
PREFERENCE WHEN RECEIVING PETROLEUM SERVICES

H.T.I. Maduwanthi^{1*}, M.A.C.S.S. Fernando¹ and U. W. Doloswala² 165

STUDYING THE FACTORS THAT AFFECT WHALE TOURISM
SATISFACTION

(With Special Reference to Mirissa Area)

S.L.M. De Silva^{1*} and N.C. Weeraratne¹ 166

THE IMPACT OF FACTORS DETERMINING THE EDUCATION
EXPENDITURE OF SECOND ATTEMPT ORDINARY LEVEL STUDENTS IN
NENAMAL SCHOOL

M.K.S. Perera^{1*}, M.A.C.S.S. Fernando¹ and H.G.C.M. Somarathne² 167

STUDYING THE FACTORS THAT WOULD AFFECT THE ATTENDANCE OF
OFFICERS TO THE WORK PLACE ON TIME

W.G.S. Darshani^{1*}, L.P. Himali¹ and S. T.C. Gaveshika² 168

EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION
(With Reference to Seylan Bank)

F.A. Nizar^{1*}, N.C. Weeraratne¹ and R. Thivakaran² 169

Fourth Annual Student Research Session-2018

DETERMINANTS OF UNDEREMPLOYMENT IN SRI LANKA (With Special Reference to Labour Force Survey, Sri Lanka, 2015) E.K.D.S. Dilrukshi ^{1*} , N.M. Wijesekara ¹ and K.K.C. Shiromalie ²	170
IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON ORGANIZATIONAL COMMITMENT (With Special Reference to District Secretariat - Galle) R.A.N. Milani ^{1*} , L.P. Himali ¹ and P.A. Harirathne ²	171
FACTORS AFFECTING THE ELECTRONIC BANKING (With Special Reference to Bank of Ceylon, Tangalle Branch) A.A.T. Nayomi ^{1*} , N.C. Weeraratne ¹ and B.A.E. Guruge ²	172
IMPACT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION (With Special Reference to People's Bank in Kirindiwela Branch) M.A.N.C. Sandamali ^{1*} , N.M. Wijesekara ¹ and M.R M. Rizvi ²	173
A STUDY OF FACTORS AFFECTING THE TREND OF MOVING SUGARCANE FARMERS TO THE ALTERNATE CROPS (With Special Reference to Sevanagala Sugar Mill Area) K.H.S.P. Priyanandana ^{1*} , N.M. Wijesekara ¹ and K.A.D. Kodithuwakku ²	174
STUDYING THE FACTORS THAT AFFECT PRE MATURE WITHDRAWALS FROM FIXED DEPOSIT (With Reference to Sampath Bank-Gampaha Super Branch) K.U.S.G. De Silva ^{1*} , N.C. Weeraratne ¹ , and P.P. Gunasena ²	175
IMPACT ON SELF-EMPLOYMENT IN THE HOUSEHOLD INCOME D.M.D.M. Dissanayaka ^{1*} , D.J. Jagoda ¹ and R.A.G.P.K. Ranaweera ²	176
FACTORS AFFECTING EMPLOYEES' SATISFACTION (With Special Reference to Cargills Food City PLC, Kiribathgoda) R.M. Udara ^{1*} , D.J. Jagoda ¹ and K.C. Ariyasinghe ²	177
A STUDY OF THE BEHAVIOUR OF DIAMOND RE-EXPORT MARKET IN SRI LANKA C.P. Abeysekera ^{1*} , U.S. Thathsarani ¹ and C. Kurupumullage ²	178
THE INFLUENTIAL FACTORS FOR HOUSEHOLD INCOME B.M. Harshani ^{1*} , D.J. Jagoda ¹ and K.K.C. Shiromalie ²	179

TAMIL

**A STUDY OF THE POETIC LITERATURE OF
MANNIPULAVARMARUTHUR A. MAJEETH**

A.R.F. Rumaisa^{1*}, S.R. Devakumari¹ and N. Sudharsini¹ 181

**A SOCIO CULTURAL STUDY OF THE RIDDLES
(A RESEARCH BASED ON KORALAIPATTU)**

M. Pathmini^{1*}, S. R. Devakumari¹ and N. Sudharsini¹ 182

TAMIL POETICAL NATURE OF CINEMA SONGS

(Based on N.Muththukkumar, Thamarai, Madhankaarki and Kapilan)

V. Narmitha^{1*}, R. Devakumari¹ and N. Sudharsini¹ 183

CHINESE



AN ANALYSIS OF THE FACTORS THAT ATTRACT CHINESE TOURISTS TO VISIT SRI LANKA

E. R.C.U.K. Edirimanna^{1*}, R.A.R.P. Maduwanthi¹ and G.K.C.
Chandrarathne²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Hotel Sudu Araliya (pvt) Ltd, Polonnaruwa*

Tourism has become one of the most crucial sectors contributing to the economic development in Sri Lanka. The number of Chinese tourists visiting Sri Lanka has shown a rapid development and a comparatively high ratio among the tourists of other origins. The purpose of this study is to identify the main factors that attract Chinese tourists to Sri Lanka. The primary data was collected through a questionnaire survey by conducting personal interviews with Chinese tourists and Sri Lankan tour guides. The sample was selected from the tourists and tour guides who find lodgings or restaurant facilities at Hotel Sudu Araliya in Polonnaruwa. The numbers were 20 Chinese tourists and 10 Sri Lankan tour guides. The secondary data was collected using journal articles, research papers, books and web based material. It was found out by the research that most of the Chinese people visit Sri Lanka for several reasons such as traveling, business or leisure purposes, visiting relatives and friends and for different kinds of project work. But the main factors that attract them to Sri Lanka are the cultural diversity and scenic beauty of the country. In addition, this study suggests that increasing the number of Chinese-speaking Sri Lankan tour guides and hotel staff will be more helpful to develop the Chinese tourism industry in Sri Lanka.

Keywords: *Chinese Tourists, Sri Lankan Chinese Tourism, Reasons for Attraction, Recommendations*

**A COMPARATIVE STUDY OF SRI LANKAN NEW YEAR
AND CHINESE SPRING FESTIVAL**

M.G.G.A. Lakshitha^{1*} and R.A.R.P. Maduwanthi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

As a specific aspect of culture, the concept of New Year has been bestowed importance in many cultures around the world. New Year can be defined as the calendar year which has just begun or is about to begin. Sri Lanka and China are among the countries in which the dawn of the new year is treated as one of the most important traditional festivals. Presently, there is a gradual increase in the number of Sri Lankan students studying Chinese languages, thus building a very close relationship between the two countries with strong cultural exchanges which could be observed. As a result, some aspects of Chinese culture have become known to Sri Lankan people. The purpose of this study was to examine the similarities and differences between Sri Lankan New Year and Chinese Spring Festival. This research has been carried out based on secondary data sources such as books, journals, newspapers, online sources, etc., available in both Sinhala and Chinese. Comparative method was adopted in order to analyze the collected data. Accordingly, it was identified that there are similarities and differences as far as the concept of New Year in both countries are concerned. The origin of the concept, the way of celebrating, the climate factor, calendars, the customs and activities are among the aspects which show such attributes.

Keywords: *Chinese Spring Festival, Sri Lankan New Year, Comparison of Traditions*

AN ANALYTICAL STUDY OF CHINESE AND SRI LANKAN TEA CULTURE

K.C. Gayesha^{1*} and R.A.R.P. Maduwanthi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Tea is one of the most popular beverages in the world, and is a healthy beverage. Tea is an integral and inseparable aspect of Chinese culture and lifestyle. China is the land where the tea was originated as a beverage, with a long history of Chinese tea culture and Chinese people have been long devoted to preserving their tea culture. At first Chinese people used tea as a medicinal beverage, then in Tang dynasty it became a daily life beverage. Today, Sri Lanka has become worlds' fourth largest tea producing country and also the second largest tea exporter. The history of Sri Lankan tea dates back to 1839 when the British planted the first tea plant in Sri Lanka. After that tea became a popular beverage in Sri Lankan people's life. Sri Lanka is one of the countries which produces the highest quality black tea in the world. Sri Lankan people serve tea to welcome guests and as a daily life beverage. The main purpose of this study is to find out the differences between the Chinese and the Sri Lankan tea cultures. The primary data for the research was collected from the Tea Research Institute (TRI) in Rathnapura and Haputale, Kelliebedda Tea factory. Books, journals, magazines, researches, articles, and online sources were used to collect the secondary data. It has been discovered from the study that tea making process and tea ceremonies differ in the two countries. The study is expected to be beneficial to those who would like to have an understanding of the Chinese and Sri Lankan tea cultures.

Keywords: *Chinese Tea Culture, Sri Lankan Tea Culture, Comparative Study*

A STUDY OF THE USE OF CHINESE AND ENGLISH PREPOSITIONS BY SRI LANKAN UNIVERSITY STUDENTS

I.D.G.C.L. Gunathilaka^{1*} and D.A.N.S.Y. Dassnayake¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

In both Chinese and English language teaching, prepositions are considered as a troublesome endeavor due to their complexity of usage among other reasons. The purpose of this research is to study the differences between usage of prepositions in Chinese and English, identifying frequent prepositional errors of Chinese and English students of the Sri Lankan universities and to reveal the relevant pedagogical implications. For this research, the 3rd year students learning Chinese at Sabaragamuwa were used as the sample. A worksheet, a questionnaire and an interview were used as research tools in order to collect primary data. Interviews were conducted with both selected Chinese and English lecturers of Sabaragamuwa University of Sri Lanka to collect the data. The secondary data was collected through a study of research articles, books, and relevant online materials. According to the analysis of data, mainly word order, omission, wrong meanings and structural errors were identified as the frequent errors. The errors of Chinese language informants were mostly structural or syntactic whereas English students showed more inclination towards semantic errors. Moreover, the study has found out that the major reasons governing the common errors to be a negative transfer from mother tongue or second language, less practice and lack of appropriate teaching materials. Finally, the researcher has brought forth suggestions to reduce errors. Major suggestions to reduce these errors were made to design and develop new teaching materials, manuals and tutorials specially prepared for the Sri Lankan students, the use of innovative approaches and making more study materials available specially designed for the Sri Lankan students.

Keywords: *Chinese and English Prepositions, Chinese Specialized Students in Sri Lanka, Pedagogical Implications, Teaching Methods*

A STUDY OF THE USE OF CHINESE IDIOMS BY CHINESE SPECIALIZED STUDENTS

(With Special Reference to the Students of Sabaragamuwa University of Sri Lanka)

S.R. Liyanagamage ^{1*} and Yi Yingzi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Owing to the rapid development of China's diplomatic relationships with South Asia, a tendency of foreign students to learn Chinese language in Sri Lanka has equally increased. Chinese language is rich with a large amount of various phrases and expressions of socio-cultural backgrounds. Chinese idioms could be identified as one of the key segments of such phrases. The purpose of this study is to evaluate the use of Chinese idioms by Chinese language specialized students of Sabaragamuwa University of Sri Lanka and to bring forth pedagogical implications governing the teaching of Chinese idioms. A questionnaire and a worksheet were distributed among 36 students in order to collect primary data. Secondary data were collected through an extensive reference to relevant research articles, books, HSK mock test materials and the Advanced Level Chinese syllabus and websites both published in China and in Sri Lanka. 24 idioms were tested in the worksheet under five questions representing five levels in order to test the knowledge of idioms of the students. The idioms taught in the translation course unit and the frequently used idioms in Chinese language were used in forming questions of the worksheet. The study has identified that although students have obtained some knowledge of idioms taught in the class, it is not enough for a student who reads for a special degree in Chinese Language. Furthermore, students have recognized idioms as just another sentence but not as a phrase with cultural and historical values. Major suggestions the researcher has brought were making more study materials available for students, including idiom stories for comprehension passages and the use audio-visual aids related to the idioms in the classroom in order to improve idiom knowledge of the students.

Keywords: *Chinese Idioms, Knowledge Evaluation, Chinese Specialized Students, Sabaragamuwa University of Sri Lanka*

A STUDY OF THE DISTINCTIONS OF BUDDHIST CULTURE OF CHINA AND SRI LANKA

M.T.S. Malgahagedara^{1*} and Zhu Lina¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Sri Lanka and China possess a long history of Buddhism both representing the earliest and the most splendid civilizations in the world that are comprised of a strong ancient culture. The traditional lifestyle in China has been enriched backed by religious and philosophical doctrines emerged in the 4th and the 5th century BCE and have been continuously developing. The concepts of the Buddhist culture in China possess distinctive features and they demonstrate contrasting features to the Buddhist culture in Sri Lanka. Although both belong to the same religion, there are two forms of the Buddhist practice. A majority of the Chinese people believe in Mahayana Buddhism whereas the Sri Lankans have embraced Hinayana Buddhism which advocate different ways of achieving spiritual consciousness. In addition, the two cultures practice different Buddhist festivals and ceremonies. The study of these differences is considered to be crucial to the development of the Chinese language and the Chinese philosophy studies in Sri Lanka. The objective of this research is to compare and contrast the Buddhist culture in China and Sri Lanka by a contrastive analysis of Buddhist ceremonies and festivals. The research is based on secondary data materials such as relevant books, journals, thesis, researches and online material etc. This research in-depth provides facts and information about Mahayana Buddhism in China and Theravada Buddhism in Sri Lanka which are essentially important for scholars who intend to study about Buddhism. This research will also be an important reference material for the Sri Lankan students who learn Chinese as a foreign language.

Keywords: *Sri Lankan Hinayana Buddhism, Chinese Mahayana Buddhism, Buddhist Rituals, Buddhist Festivals, Contrastive Analysis*

A STUDY OF THE FOOD RELATED ISSUES FACED BY CHINESE TOURISTS VISITING SRI LANKA

(Based on Chinese Customers of Best of Lanka Tour Agency)

G.T.D. Nisansala^{1*}, D.A.N.S.Y. Dasanayake¹ and N. Shyemahka²
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*
²*Best of Lanka (pvt) Ltd, Nugegoda*

At present, the number of Chinese tourists visiting Sri Lanka is increasing rapidly and is comparatively higher than the tourists from other nationalities. Food and beverage related issues are the most regular problems they commonly face in Sri Lanka. Food culture of a country has its own unique identity and has distinctive features and characteristics different from any other country in the world. There are distinctive differences between Chinese and Sri Lankan food cultures as well. Owing to these diverse differences, when Chinese people travel in Sri Lanka, they face lots of issues related to food and beverages. The purpose of this research is to find out such problems and find solutions to resolve those issues related to foods and beverages in order to improve the quality of food and experience of food which Chinese people can attain in Sri Lanka. A questionnaire was used as the research tool in order to collect the primary data and about 25 Chinese informants were used for that, and they were questioned about their experience as tourists who have experienced Sri Lankan food and Chinese food at Chinese restaurants in Sri Lanka. The sample was selected from the customers who came to Sri Lanka through Best of Lanka tour agency in Nugegoda. The secondary data was collected by studying books, articles and websites published in China and Sri Lanka. The Microsoft Excel 2010 software was used to analyze the data. Based on the results of this study, a number of conclusions were made. One key conclusion is that some Sri Lankan food types are too spicy and some are too sweet so that Chinese people do not like them much. Most the Chinese people do not like the curry flavor and coconut milk flavor of Sri Lankan dishes. Furthermore, according to the informants, real Chinese flavor cannot be found in most of the Chinese restaurants in Sri Lanka.

Keywords: *Chinese Food Culture, Sri Lankan Chinese Food, Chinese Tourists, Food Related Issues*

A STUDY OF THE USE OF CHINESE INITIALS AND FINALS BY ADVANCED LEVEL CHINESE LANGUAGE STUDENTS

(With Special Reference to Students in Kurunegala District)

W.T.M.S. Pushpamala^{1*} and YiYingzi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Teaching Chinese as a foreign language has become one of the major topics of discussion after the reform and opening up movement in China. At present it has also become a popular subject in the foreign language education in Sri Lanka. Students' pronunciation in the process of teaching and learning is the main concern focused in this study. This study investigates Chinese learners' experience of Chinese pronunciation studies who are at the beginners' level in order to investigate the difficult initials and finals. The purpose of this research is to evaluate the study of Chinese initials and finals and it analyses the major reasons for frequent pronunciation mistakes by the advanced level students learning Chinese in Kurunegala district in Sri Lanka. The methods to improve the teaching learning experience in this regard are suggested to minimize these problems to a certain extent and thereby to achieve expected targets in learning the appropriate pronunciations of the Chinese language. A questionnaire distributed among forty students, pronunciation recordings of ten individuals, three interviews with Chinese teachers and class room observation were used in order to collect the primary data. The secondary data was collected by referring to research articles, books, the Advanced Level Chinese language government syllabus, Chinese Teacher's Guide for grade 12,13 and websites published in China and Sri Lanka. The influence of the first language, the time allocated to practice exercises, not using the most appropriate learning and teaching methods affect their progress in learning the pronunciations. Few suggestions have been made through the research to high school students and teachers in order to minimize students' Chinese pronunciation errors.

Keywords: *Chinese Initials and Finals, Knowledge Evaluation, Advanced Level Chinese Students, Error Analysis*

**TECHNICAL ERRORS AND ISSUES ENCOUNTERED BY
ADVANCED LEVEL CHINESE LANGUAGE STUDENTS IN
WRITING CHARACTERS**

**(With Special Reference to Advanced Level Students in Western
Province)**

W.K.H. Udeshika^{1*} and Zhu Lina¹

¹ *Department of Languages, Sabaragamuwa University of Sri Lanka*

The bilateral relationship between Sri Lanka and China reflects a long drawn history. With the development of cultural, political and economic exchanges between the two countries, the number of Chinese language learners in Sri Lanka have shown a gradual upsurge. On the contrary, in this process of learning the Chinese language, the Chinese character writing ability of the of contemporary high school students has shown a weakening which is one of the crucial factors to be considered in the pedagogy of Chinese language in Sri Lanka. The main purpose of this study was to find out the issues that govern Sri Lankan high school Chinese language students' ability of writing Chinese characters. The methods used were survey questionnaires and analysis of exercise books. The survey was conducted taking 96 high school students from four schools in the Western province of Sri Lanka. The main issues that high school students encounter in writing Chinese characters are: not following the Chinese stroke order, imbalance of the Chinese characters, not recognizing the components in a Chinese character and not having the basic knowledge about the technical aspect of Chinese characters. According to the results of the survey and analysis, the methods of writing Chinese characters identified in this study were recommended to help the Sri Lankan high school students to write Chinese characters in an accurate manner. Through this study, the researcher has made some suggestions that teachers and high school students may follow in the process of teaching and learning the Chinese language.

Keywords: *High School Chinese Language Students, Western Province, Chinese Character Writing Ability, Error Analysis, Suggestions*

Economics



THE CUSTOMER ADAPTATION TO GREEN SAVINGS ACCOUNT

(With Special Reference to Pan Asia Bank)

S.N. Nagasinghe^{1*}, M.D.J.W. Wijesinghe¹ and D. Samarasinghe²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*International Relations & Sustainability Department, PABC*

The Banking sector can play an important role in the society pertaining to the sustainability to converting their customers to the green behavior. Developed countries have already accumulated many successful experiences with green financing & green banking. Even though in recent years, Sri Lankan banks launched green banking initiatives, customers were more resistant towards adopting to green banking activities. Therefore, the main objective of this study is to identify the factors that affect the customer adaptation to green savings account. The primary data were collected from 100 customers in Pan Asia Bank using structured questionnaires. Simple random sampling was utilized. Descriptive statistics and binary logistic regression models were used for the purposes of meeting the study objective & research hypothesis. The descriptive statistics revealed that 30-49 age group is more willing to open a green account. Male customers and customers who deal with the bank less than 4 years are willing to open green savings accounts. The familiarity with the green products and the binary logistic results in having a savings account in a bank and the customer's green attitudes were identified as influential factors that affect customer adaptation to green savings account. The study suggests that customers' adaptation to green savings account can be increased by increasing customers' awareness about the environmental problems & their savings habits. Also, this research provides valuable insight into the marketing professionals, by increasing awareness of the customers about green products, while influencing building up the right mind set in the customer to purchasing green products.

Keywords: *Green Savings Account, Customer Adaptation, Green Products*

FACTORS AFFECTING THE DEMAND FOR SAVING DEPOSITS

(With Special Reference to Hatton National Bank, Biyagama Branch)

A.H.W. Sathsarani^{1*}, W.A. Senathissa¹ and M.H.M. Fairouz²

¹*Department of Economics & Statistics, Sabaragamuwa University of Sri Lanka*

²*Hatton National Bank, Biyagama Branch*

The Purpose of this study was to identify the factors affecting the demand for savings deposits at Hatton National Bank, Biyagama Branch. Since improving the savings account deposits is the main aim of all the banks & financial institutions, the main objective of this study was to setup and to identify the major factors affecting the demand of savings deposits with special reference to Hatton National Bank, Biyagama Branch. For this purpose, the primary data was collected through a questionnaire. The population is all the customers of Hatton National Bank, Biyagama. 100 respondents are selected as the sample by getting 5 respondents at each day at Hatton National Bank, Biyagama by using the purposive sampling method. To achieve the established objectives of the study, multiple regression analysis was employed as it is used by many authors. The study found that the customer income and social factors have positive and significant impact on the demand for savings deposits while Expenditure, Interest rate, Rewards were identified as insignificant factors by the study. Further, our findings revealed that factors such as higher income earner, middle-aged people & male persons are induced to maintain a high level of savings deposits. Therefore, as Bank can focus on recommendations made by this study, it is certified to diversify the saving accounts with a new face associated with the factors implied in this study as income level of individuals, gender, financial literacy & education status and age.

Keywords: *Saving Deposit, Commercial Bank, Factor Analysis*

**A STUDY OF THE IMPACT OF CUSTOMERS' DEPOSITS,
DEBITS AND ORGANICATIONAL CAPITAL ON
PROFITABILITY**

(With Special Reference to Bank of Ceylon)

T.P.N. De Silva^{1*}, A.M.I. Gunarathna¹ and P. Balasooriya²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Cooperate Credit Department, Bank of Ceylon*

Profitability is an integral component to the existence of a company. At present, many countries tend to study this concept. Bank of Ceylon is one of the most prominent state banks in Sri Lanka and this study observes how the Bank of Ceylon decides its profits and the factors that affect it. The profitability of Bank of Ceylon mainly depends on their customers. In this regard, customer savings, customer loans as well as investments are taken into consideration as factors that determine the profitability. Through that, one can determine the future profit trends. This study as a result evaluates how the customer savings, customer loans and debts as well as the company capital affect the profitability of Bank of Ceylon. In order to study this, data were collected from the Bank of Ceylon Annual report from the year 2008 to 2017 and when analyzing the data, one of the main findings was that both the customer savings and the investment capital have a positive impact on the profitability of Bank of Ceylon while customer loans and debts have a negative relationship. As a result, it was concluded that in order to increase customer savings, the service of the bank should be efficient. In addition to that, the bank should take precautions to assure that customers are capable of paying off their loans and should limit extension of installments.

Keywords: *Debits, Deposits, Capital, Profitability*

THE EFFECT OF RELATIONAL QUALITIES ON BUSINESS PERFORMANCE OF GEM DEALERS IN SRI LANKA

K.V.P.I. Gamage^{1*} and H.M.S. Priyanath¹

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

The Gem Business in Sri Lanka is completely relational and relies entirely on informal practices among buyers and sellers, that many scholars have studied the importance of the existence of relational perspectives in an exchange relationship to the development of business performance. However, in the Sri Lankan context, there had been no empirical evidences into the aspirations of the effect of relational qualities among exchange partners on business performance particularly in gem business. Therefore, this study has attempted to explore the effect of relational qualities on business performance of gem dealers in Sri Lanka. The study is based on primary data which were gathered from 100 gem dealers in Ratnapura city area. The data were collected by using structured questionnaires and conducting face-to-face interviews with each respondent. The data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results revealed that the interpersonal trust between gem buyers and sellers have a significant positive impact on the business performance showing it as the most powerful relational quality. Relational norms between gem buyers and sellers also have a significant positive effect on business performance. The study further exposed that the tie-strength and cognitive capital have a positive association with business performance. Accordingly, the results confirm that the relational qualities between the gem buyers and the sellers have a significant impact on business performance. Furthermore, all the relational qualities have a negative correlation with business opportunism while trust and tie-strength denoted significant negative impacts. Moreover, opportunism reported a negative relationship with business performance. Thus, the study confirms that relational qualities enhance the business performance in mitigating business opportunism.

Keywords: *Business Performance, Opportunism, Relational Qualities*

FACTORS AFFECTING THE COST OF CONSTRUCTION

(With Special Reference to Gameesha Pvt Ltd)

J.L.J. Kaushalya^{1*}, A.M.I. Gunarathna¹ and S. Wickramaarchchi²

¹*Department of Economic and Statistics, Sabaragamuwa University
of Sri Lanka*

²*SAW Engineering Pvt Ltd*

Identification and estimation of factors affecting the cost of building construction has become very important at present. The accuracy of cost estimation mainly affects the expected profit of the construction Company. The main objective of the study was to identify the factors affecting the cost of construction. Secondary data were taken from the financial reports of SAW Engineering Pvt Ltd related to Gamesha Solar power plant during the period of 2015-2018, and primary data were taken by discussions conducted with the project manager, the site engineer, and the quantity surveyor and were used for the study. Unit root tests, Time series regression models, co-integration and vector error correction models were used for the econometric analysis using E views 8. The selections of variables were based on the previous literature reviews. This research was investigated to identify the effect of five factors namely the cost of materials, the cost of labor, the cost of equipment, the cost of the contractor and the cost of transportation and these were identified clearly through discussions with the management. There is a positive relationship with all variables based on multiple regression analysis. On the basis of trend analysis, cost of labor and cost of material have continued to increase during the project period. Therefore, those are the most significant factors. Likewise, the cost of equipment is not a significant factor and there is no long run causality. The final model fulfills the requirement of normality and absence of serial correlation. Finally, these interpretations and recommendations are required for drawing and estimating the cost for other projects.

Keywords: *Cost of Construction, Time Series Analysis, Multiple Regression*

REASONS FOR NON-PERFORMING LOANS IN BANK OF CEYLON

(With Special Reference to Kuruwita Branch)

A.D.B.M. Premalal^{1*}, S.J.M.N.G. Samarakoon¹ and M.B.D. Rasika²

¹ *Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

² *Bank of Ceylon, Kuruwita*

Non-performing loans (NPLs) is a worldwide issue that affects financial markets' stability in general and the viability of the banking industry in particular. There have been some NPLs in the bank and it had been increasing from time to time. The main objective of this study was to identify the major factors affecting NPLs. To accomplish this task, the researcher has formulated three hypotheses under the reasons for default in repayment such as personal factors, government and bank specific factors and environmental factors. The sample was selected using 50 NPL borrowers in Bank of Ceylon (BOC) Kuruwita. The primary data collection method adopted for the study was the structured questionnaire distributed to both borrowers and staffs. The secondary data were collected through the annual reports, bulletins, manuals, directives and procedures issued by the bank. For the data analysis, descriptive statistics and statistical statistics were used including frequency and percentages, multiple regressions were used and processed through computer loaded Smart PLS software. The results revealed that personal factors, government and bank policies and natural effects have a positive effect on the incensement of NPLs in the branch. Recommendations made were the better information providing system, better risk management system and better follow up inspection to reduce NPLs in the bank and improve the effectiveness of loan repayment.

Keywords: *Bank Specific Factors, Customer Specific Factors, Environmental Factors, Non-performing Loans*

THE FACTORS AFFECTING THE PRODUCTIVITY OF THE RAIN FED SMALL SCALE PADDY

M.H.L.S. Pradeep^{1*}, A.A. Shantha¹ and L.I. Ramanayaka²

¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

²Southern Provincial Irrigation Department

When considering the world's economic history, majority of the developed countries had a huge developed agricultural sector before becoming a developed country which is a significant characteristic. As a developing country, Sri Lanka should keep a developed and efficient agricultural sector on its way to the development. It becomes a major requirement to our country and for its betterment. Though we were well known as "the eastern granary" in the past, today our country happens to import rice for the consumption of its people. Mainly, the paddy is cultivated in Major schemes, Minor schemes and Rain fed. The paddy production in rain fed areas are subject to fluctuate frequently. The main objective of this study is to identify the factors affecting the productivity of the small scale paddy production in rain fed areas whereas the minor objectives are, to identify how the income and the expenditure of the small scale paddy production in-areas differ due to the natural, social and economic factors and to identify the influence of natural factors on the small scale paddy productivity in rain fed areas .A sample of 60 small scale farmers was drawn from Niyagama, Nagoda, Beddegama and Rathgama areas in Galle District using stratify sampling method. The primary data was collected through direct interviews and a scheduled questionnaire. Multiple regression was employed to fulfill the main objective, and results revealed that, the labor days and the cost of machine have a direct impact on paddy production, and due to the uncertainty of the water supply, some farmers are cultivating paddy only in "Maha" season and the major proportion of it seems to use to fulfill the private consumption. Further, the researcher identified that the rain fed small scale paddy production is experiencing losses due to the influence of natural, social and economic factors.

Keywords: *Paddy Production, Productivity of Production, Ecological Factors, Social and Economic Factors, Net Profit*

FACTORS ASSOCIATED WITH MEAT DEMAND

(With Special Reference to Cargills Food City, Kolamunna)

K.A.D. Tharuka^{1*}, G.R.S.R.C. Samaraweera¹ and I.M.D.K. Ilangakoon²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Cargills food City, Cargills Ceylon PLC, Kolamunna*

Although the growth of agricultural sector has reported a negative value in 2016, there is a positive growth in the sub sector of livestock and fisheries. Therefore, livestock and fisheries play a major role in accelerating the growth of the agricultural sector. The main objective of this study is to identify the factors associated with meat demand in Sri Lanka with special reference to the consumers of Cargills Food City, Kolamunna. The study used primary data collected through a questionnaire. All consumers who come to the meat and fish section of the Cargills Food City in Kolamunna was the population of the study. The average number of consumers per week for the meat purchasing was taken by studying the institutional data for two weeks, and that was 210 consumers. According to Krejcie and Morgantable, the sampling size was decided as 134. Systematic Random sampling technique was used at the final state to select consumers. Four multiple regression models were used to identify the determinants as meat demand (in kilograms), expenditure on fish, expenditure of processed meat and fish and total food expenditure. The study found that the meat demand was negatively affected by the prices while it has been positively affected by the income and the age. Being a Non-Buddhist has presented a significant positive relationship with meat consumption showing a negative influence of the Buddhist cultural values on meat consumption. Expenditure on fish was positively affected by the income and the times of consumption per week. The expenditure for processed meat and fish items was mainly affected by the income. Although meat demand was positively affected by the age, it has a negative influence on the total food expenditure due to shrinking family with empty nests. Health related nutritional requirements could be the reason for the higher meat demand at old age. The study finally contributes to the economic policies in relation to price and quality of meat items.

Keywords: *Determinants of Meat Demand, Cultural Values of Consumption, Processed Meat Consumption*

DETERMINANTS AND IMPACTS OF PROFESSIONAL MOONLIGHTING IN SRI LANKA

S.D. Weerathunga^{1*} and G.R.S.R.C. Samaraweera¹

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

Professional moonlighting would affect the full capacity utilization of highly specialized human capital, leading to increase their labor supply and productivity to accelerate the economic growth of the country. The main objective of this study is to identify the determinants and impacts of professional moonlighting in Sri Lanka. Impacts of moonlighting were studied with special reference to physicians. The study used both primary and the secondary data. Secondary data were taken from the Labor Force Surveys, 2015 and 2016, to identify the determinants of moonlighting and moonlighting earnings. Probit model and the Semi log regression model were used as econometric tools. The impact of moonlighting among physicians was discussed using primary data collected through interviews and case studies with physicians and the patients in Colombo District. Content analysis and narrative analysis were used for qualitative analysis. The decision to moonlight by professionals, is positively influenced by age, being a male, being ever married, being a teaching professional or a health professional and having the literacy in English while it is negatively influenced by being a resident in the Western Province, primary job wage and primary job hours. Per hour moonlighting wage was positively affected by being a Sinhalese, being a teaching or health professional and the primary job wage while that was negatively affected by the age. Regarding the impacts of moonlighting, although physicians are financially better off due to the dual practices, they face work-family spillover, physical and mental health issues due to the heavy workload in multiple organizations. Both the primary and the secondary organizations face spillover at organizational level. Policies should promote moonlighting among professionals in the aspect of labor supply expansions and the financial aspects while managing negative effects of moonlighting. Human resource management of primary organizations should pay their attention to manage the negative effects of moonlighting with sufficient work pay leading to a higher job satisfaction.

Keywords: *Determinants of Professional Moonlighting, Impacts of Physicians' Moonlighting, Spillover Effects*

FACTORS AFFECTING THE RELUCTANCE TO USE E-BANKING SERVICES BY SENIOR CITIZENS IN SRI LANKA

(With Special Reference to Bank of Ceylon Pasgoda Branch)

D.L.C. Deshapriya^{1*}, H.M.S. Priyanath¹ and A.M. Ranaweera²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Bank of Ceylon, Pasgoda*

With the development of technology, banking sector has introduced electronic-banking facilities in order to provide efficient service for customers. Although e-banking facilities are being popularized among many customers, it is reported that it has not been popularized among senior citizens in Sri Lanka. Hence, this study attempts to investigate the factors as to why senior citizens are reluctant to use e-banking services in Sri Lanka. Data was collected from 62 senior citizens who have bank accounts, out of 112 accounts of BOC Pasgoda Branch in Matara District by conducting face-to-face interviews with senior citizens. Explanatory Variables were categorized based on Economic Factors, Geographical factors, Civil Factors and Social Factors. Multiple regression was used for data analysis by applying SPSS version 21. The results revealed that the awareness, making innovation, ability for controlling accounts, education level of senior citizens show a significant positive relationship with the use of e-banking services by senior citizens and location of the bank branch, technological factors and the infrastructure facilities show a significant negative relationship with senior citizens to utilize e-banking. Hence, financial organizations should establish suitable methodology to enhance the ability of accounts control.

Keywords: *BOC, E-Banking, Senior Citizens*

FACTORS AFFECTING THE LABOR PRODUCTIVITY

(With Reference to MAS Silueta, Biyagama)

M.A.S. Manorathna^{1*}, S.J.M.N.G. Samarakoon¹ and B.B. Kulathunga²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Material Quality Assurance, MAS Silueta, Biyagama*

The apparel industry plays a vital role in the enhancement of the country's economy. This particular study explores the importance of factors in determining the labor productivity as well as the manner in which these factors determine the labor productivity of the employees at MAS Silueta, Biyagama. The study also investigates the way in which social as well as physical factors impact the labor productivity. The purpose of this study is to analyze various factors that affect the labor productivity of employees and to identify which factors of nature refrain employees from achieving their potential productivity. For the purpose of this study both quantitative and qualitative data has been utilized. The researcher has selected 60 employees across the production section between the ages of 20-45 years using a sample frame. In order to collect the data for the study the researcher utilized a questionnaire to gather the data. Data collected was analyzed using Chi-square, Binary logistic regression and paired T-test. The results derived from the Chi-square test revealed that wages and salaries, allowances, job security, bonuses, working hours, supervision and experiences are all significant variables by using $P < 0.05$ decision rule. While labor productivity has a positive relationship with the above mentioned factors the sole negative relationship exists only between labor productivity and number of working hours. As mentioned in the recommendation section of the research the researcher has given some suggestions as to how to remedy this negative relationship and mitigate the adverse effects by changing them to an advantage of the establishment in question. The researcher brings into focus some of the vividly evaluated factors that affect the labor productivity of employees opening new avenues for future researchers to explore on this topic.

Keywords: *Labor Productivity, Physical Factors, Social Factors, Incentives, Overall Performance*

FACTORS ASSOCIATED WITH ONLINE BANKING

(With Special Reference to Sampath Bank Customers in Western Province)

W.K.A. Buthsala^{1*}, G.R.S.R.C. Samaraweera¹ and K. Ekanayake²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Electronic Banking Unit, Head Office, Sampath Bank, Sri Lanka*

Although commercial banks competitively promote attractive, user friendly internet banking options to their customers, most of them still use the old methods of transaction by physically arriving at the bank and staying at the big queue. This study empirically investigates the factors affecting internet banking (IB) usage of customers in Sampath Bank in the Western Province of Sri Lanka. The Western Province was selected for the study due to the highest number of online banking users of that province. The study used primary data collected through an e-questionnaire sent to the customers of Sampath Bank in the Western province. Systematic Random sampling technique was used to select the email addresses of customers using e-banking. 105 questionnaires were sent and 101 which were returned were taken as the sample size. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The initial proposed model incorporated five major factors named user friendliness and service quality, technology, marketing, security, trust, privacy and the demographic factors that affect internet banking usage. The descriptive statistics of the study show that the willingness of the younger generation to involve in online banking is relatively higher than the elderly people. Males are more likely to adopt internet banking than the females. Employed people use internet banking than the unemployed group. All users of internet banking report education level that is secondary and above. The results of initial model indicated that, marketing has the most significant effect on internet banking usage, followed by user friendliness and service quality; security / trust / privacy and technology.

Keywords: *Online Banking, User Friendliness and Service Quality, Technology, Marketing, Security/Trust and Privacy*

THE IMPACT OF CUSTOMER RELATIONSHIP ON CUSTOMER RETENTION IN BANKING INDUSTRY

(With Special Reference to Bank of Ceylon, Homagama)

Y.T.N. De Silva^{1*}, M.D.J.W. Wijesinghe¹ and W.M.G.C. Gunarathne²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*BOC, Homagama*

Increasing competition and technological innovation have made it more difficult for banks to stand out from the industry. Therefore, Customer relationship has been important to the banking industry as to any other industry. Many banks have used customer relationship strategies to acquire more customers and to improve relationships with them. The main objective of this research is to identify the impact of customer relationship on customer retention in banking industry. Primary data were collected from 100 savings accounts holders in Bank of Ceylon, Homagama with the help of a structured questionnaire. Simple random sampling was occupied. Descriptive statistics and multiple regression models were used. The study found that savings accounts holders in rural sector recorded the highest mean value of retaining years. Furthermore, the study showed that each dimension of customer relationship (customer acquisition, customer response and customer knowledge) have a significant positive impact on customer retention. Among those dimensions the highest contribution was recorded from customer knowledge. Therefore, the study suggests that developing strategies to enhance the level of customer retention are through the areas of training and development, creating new roles and responsibilities dedicated to customer relationship which will ultimately lead bank to increase the competitiveness and to attract more customers in the industry.

Keywords: *Customer Relationship, Customer Retention, Banking Industry*

FACTORS AFFECTING THE CUSTOMERS' INTENTION TO USE GREEN BANKING PRODUCTS

(With Special Reference to People's Bank-Pelmadulla)

E.K. Harshani^{1*}, A.A. Shantha¹ and K.A.S.I. Kumarapeli²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*People's Bank-Pelmadulla*

Green banking promotes environmental-friendly banking practices to reduce carbon footprint from banking activities. In recent years, both academics and banking professionals are paying more attention towards the green banking concept due to its significant influence on environment management in banking context. In Sri Lanka, People's bank adopted the green banking practices since 2015. Even though there are so many convenient facilities and benefits available with green banking in People's Bank, the problem is that there is less customers' intention to use these green banking products. Thus, the main objective of this study was to investigate the factors which affect the customers' intention to use green banking products in people's Bank. The total number of YES savings account holders was considered as the population. Among them, 371 customers were selected as sample size. Data were collected by distributing a structured questionnaire in People's Bank-Pelmadulla branch. Customers' purchase intention was considered as the dependent variable and dimensions of green brand were considered as the independent variable. Collected data were analyzed through factor analysis and structural equation model (SEM). The results indicated that, there are significant positive effects of green product awareness, green product benefits, green perceived value and green product privacy and security on the customers' purchase intention while there are also significant negative effects of green product image and green product trust affecting the customers' purchase intention. Findings of this study will benefit the management of banks to identify the factors that affect the customers' intention to use green products and to take measures to promote the concept to increase this intention.

Keywords: *Green Brand Dimensions, Environmental Sustainability, Purchase Intention, Green Products*

A STUDY OF THE FACTORS AFFECTING THE TENDENCY OF CUSTOMERS' E-BANKING SERVICE

(With Special Reference to Bank of Ceylon, Weligama Branch)

K.W.S. Kaushalya^{1*}, H.M.S. Priyanath¹ and C.L.J. Arachchi²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Bank of Ceylon, Weligama*

With the advancement of the technology, every bank around the world tended to give effective and formal services to customers via the modern technology. The main objective of this study is to investigate the factors affecting the tendency of customers' e-banking service. For gathering data, 121 customers who have accounts in Bank of Ceylon, Weligama, were selected by using convenient sampling method. The data were collected with the use of a structural questionnaire and face-to-face interviews with customers. Multiple regression analysis was used to identify the most significant factors. Results of the multiple regression revealed that privacy is the most significant factor affecting the tendency of customers' e-banking service. Results show that privacy has a significant positive effect on the tendency of customers' e-banking. Furthermore, there is a significant positive relationship between the accuracy and tendency of customers' e-banking service. Moreover, security also has a positive effect on the tendency of customers' e-banking service. Thus, the study identified that the main factors of privacy, accuracy and security affect the tendency of customers' e-banking service respectively. Furthermore, the facts such as gender, age, monthly income, occupation, level of education, and internet facility too have a positive impact on the tendency of customers' e-banking service.

Keywords: *Accuracy, Customers, E-banking, Privacy, Security*

DETERMINANTS OF BANK INTEREST RATE IN SRI LANKA

A.G.S. Madubashini^{1*}, G. R.S.R.C. Samaraweera¹ and D.M.N.G. Kalpage²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Head Office, Bank of Ceylon*

Interest rate was being used as one of the monetary policy instruments by the Central Bank of Sri Lanka to achieve macroeconomic objectives of maintaining economic and price stability and overall financial system stability of the country. A proper understanding of the determinants of the interest rate and estimating degree of their impact on interest rate are extremely useful in both public and private financial decision making. This study therefore aimed at investigating both long term and short term determinants of interest rate in Sri Lanka. This study used secondary annual data taken from Central Bank of Sri Lanka for the period of 1965-2016. E-views software was used for handling data. Multiple regression model with de-trended variables, Johansen co-integration and Error Correction Model were used for this analysis. The dependent variable is bank interest rate while public expenditure, savings, investment, economic growth(GDP), consumption and exchange rate are used as explanatory variables. The study has found that there is co integration among the selected variables using trace test and Max- Eigen value. There is long run causality from independent variables on the dependent variable. It means that the public expenditure, savings, investment, economic growth(GDP), consumption and exchange rate have influenced the dependent variable of bank interest rate in the long run. The results of Wald tests show that the public expenditure, saving and exchange rate have a relationship with bank interest rate in the short run. There is no autocorrelation and heteroscedasticity in the residuals of the model and the residuals are normally distributed. Finally, this study proposed important policy recommendations in relation to bank interest rate in Sri Lanka which highly deals with the economic stability of the country.

Keywords: *Determinants of Bank Interest rate, Co-integration, Economic Growth*

THE INFLUENCE OF THE FINANCIAL LITERACY ON THE FINANCIAL USES OF THE RURAL COMMUNITY

M.S.I. Maduranga^{1*}, A.A. Shantha¹ and K.D.C. Ranaweera²

¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

²Bank of Ceylon, Thihagoda

For the past few decades, Sri Lanka has gained many achievements socially, economically and educationally. Even though the situation is like that there is a scarcity of financial usages in the rural sector. This situation occurred due to the inequality between the rural and the urban areas. According to the Human Development Index, Sri Lanka has a top rank in education. Thus in sectors such as finance literacy and usage in finance there is a slow progress. Thus, the specific study analyzes the impacts that cause finance uses of rural people in terms of finance literacy, and the factors that result in the finance usage as a result of the lacking of finance literacy, and it identifies the problem that resulted in finance usage. The study area of this research is Thihagoda which is located in Matara District. Sample of 75 consists of a number of people who are in the age group between 18 and 55. In-depth interview method and questionnaire method were used to collect primary data. The multiple regression analysis was used to interpret the results. With regard to the findings of the study, the factors which affect the finance literacy are the age, educational literacy, occupation, professional experience, and income because they have a correlative connection with the finance usage. Expenditure, gender, finance management, knowledge regarding investment decisions derive negative impact on finance usage. Factors like professional experience, per capita income, civil status, knowledge regarding finance planning do not have an impact on the finance usage. In accordance with the key findings of the research, there is a direct impact on financial usage of rural people, towards finance and literacy of the people. For that, the government should impose policies to increase the proportion of individual personnel to increase the financial literacy.

Keywords: *Rural Community, Finance Usage, Personal Financial Literacy*

FACTORS AFFECTING EMPLOYEE MOTIVATION:

(With Reference to Bank of Ceylon-Trade Services Unit)

K.V. Weerasinghe^{1*}, A.M.I. Gunarathna¹ and W.M.S.C. Fernando²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Trade services Unit, Bank of Ceylon, Head office*

Employee motivation is one of the main components that determines efficiency and profitability of a company. Human resources management uses various strategies to uplift employees within the company. Human capital is one of the significant components of endogenous growth model, and this model shows that human capital displays a high performance in institutional and macro-economic sectors. The main objective of this study is to identify the factors affecting employee motivation. This research used both primary and secondary data. Primary data were collected from a structural questionnaire distributed to employees at trade services unit, Bank of Ceylon (BOC) Head office. Data analysis was done using statistical software such as SPSS and Minitab. Secondary data were collected through research articles, books and internet. The population consists of the 79 workforce of trade services unit of BOC and the sample size is also 79 employees. Correlation analysis was done to test relationship between the dependent variable and independent variables. Multiple regression analysis was used to analyze the data. Descriptive statistics were conducted to find the nature of the selected sample. Correlation analysis shows that one factor (age) negatively correlates and all other factors positively correlate with the dependent variable. Result of the regression analysis shows that age makes a negative significant impact on employee motivation level and gender, marital status, designation, transport, education level, health condition makes a significant positive impact on employee motivation level in the Bank of Ceylon trade services unit while residence, place, working experience do not make any significant impact on motivation level. Taken together, these results suggest the fact that education level is the most influential factor affecting employee motivation in the Bank of Ceylon trade services unit. This study concludes that the promotion of human resource management techniques is important to promote employee motivation.

Keywords: *Employee Motivation, Demographic Factors, Economic Factors, Social Factors*

FACTORS AFFECTING CUSTOMERS' ADOPTION OF E-BANKING

(With Special Reference to Bank of Ceylon, Nittambuwa Branch)

H.S.H. Weerasooriya^{1*}, M.D.J.W. Wijesinghe¹ and W.A.P. Sanjeewani²
¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*
²*Bank of Ceylon, Nittambuwa*

Traditionally, conventional banking activities were carried out manually and customers had gone to the bank for the transactions. However, at present, electronic banking is capturing the banking industry rapidly by eliminating the time consuming process. Even though banking sector collaborates with the enhancement of the technology, the tendency of adopting such technology by customers were very low in Sri Lanka. Therefore, the main objective of the study is to identify the factors affecting customers' adoption of e-banking. Primary data were collected from 150 customers in Bank of Ceylon, Nittambuwa by using a self-administered questionnaire. A simple random sampling method was occupied. The Binary logistic regression model was used to identify how personal factors, attitudinal factors and behavioral factors affect the adoption of e-banking. Descriptive statistics showed that the male customers are highly adopting the e-banking than female customers. Customers in the higher education category and non-agriculture sector recorded a high usage of e- banking. Furthermore, the study found that behavior factors are insignificant to adopt to e- banking. A positive relationship between compatibility and adoption of e-banking was recorded with regard to the attitudinal factors. Amount of monthly cash deposits has been identified as a positive personal factor that affects the adoption of e-banking.

Keywords: *E-banking Services, Customers, Adoption of e-banking*

EFFECTS OF BUYER - SELLER RELATIONSHIP ON SALES REVENUE

(With Special Reference to DSI Sales Outlets in Galle)

R.S.D. Samanmali^{1*}, H.M.S. Priyanath¹ and D. Ruhunage²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Sales and Marketing, D. Samson Industries (pvt) ltd*

Within this competitive era, most of the companies are highly concerned about the customer values and customer relationship. They have become the essential dimension for a long term existence of a company. Many scholars argue that buyer- seller relationship has an influence on business performance. Therefore, this study is conducted to identify the influence of buyer seller relationships on sales income with reference to the one of the leading footwear companies in Sri Lanka namely DSI. In the case of footwear market, it is a category as an absolute competitive market. So that it is very important to maintain perfect buyer seller relationship by providing valued customer service. For the study, 75 outlets in Galle district were taken as the sample and the data was collected by distributing structured questionnaires. Data were analyzed using multiple regressions applying SPSS software. The results revealed that the information exchange, trust, cooperation, and commitment which are factors of buyer seller relationship have a positive relationship with sales income. Therefore, it is recommended to improve the buyer seller relationship in order to maximize the sales income of the target institute.

Keywords: *Buyer Seller Relationship, Sales Income, SPSS*

FACTORS AFFECTING THE USAGE OF CREDIT CARDS

(With Special Reference to Urban Area of Kottawa)

E.B.N. Perera^{1*}, S.J.M.N.G. Samarakoon¹ and G.A.C.R. Adikaram²

¹ *Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

² *Electronic Banking Center, Bank of Ceylon*

In the modern world, credit card has become a useful possession. There is a new trend with the increased usage of credit cards in Sri Lanka. Therefore, usage of credit card has spread widely around the world and it has become a convenient way of engaging in commercial activities. The main objective of this study was to identify the factors affecting the usage of credit cards. In this study, data were collected through a structured questionnaire from the people who are living in Kottawa urban area. Data from 200 people out of 3906 populations were collected using simple random sampling techniques. The research identified factors affecting the usage of credit card namely, the level of monthly income, age, education level, nature of the occupation and safety. There is a strong positive relationship between the level of monthly income and the credit card usage. 96% of people within the income range from Rs. 60,000 to 100,000 are using credit cards. According to this study, married females mostly do their transactions with credit cards. Recommendations were required to solve the customer's issues in a better way. This will cause to improve the customer satisfaction.

Keywords: *E-Money, Credit Card, Customers, Customers Satisfaction*

**THE EFFECT OF PERSONALITY TRAITS ON JOB
PERFORMANCE OF GOVERNMENT EMPLOYEES IN
SRI LANKA**

(With Special Reference to Ministry of Home Affairs)

O.N.S. Fonseka^{1*}, W.A. Senathissa¹ and M.G.B.L. Manohari²

¹*Department of Economics & Statistics, University of Sabaragamuwa
Sri Lanka*

²*Ministry of Home Affairs-Finance Division.*

This study is focused on identifying how personality traits such as agreeableness, conscientiousness, extraversion, neuroticism and also openness to experience affect job performances of the government employees with special reference to the Ministry of Home Affairs. Therefore, the main objective of the study was to explore the effects of personality traits (big five) on the job performances of the employees with attention to the Ministry of Home Affairs, Sri Lanka. For this purpose, the primary data was collected by distributing a structural questionnaire and direct personal interviews in the Ministry of Home Affairs Finance and Administration Department. From 297 permanent employees, 100 respondents were selected as the sample. After determining the sample size, the study employed the systematic sampling method to identify specific representatives to be included in the sample and also the collected data were evaluated using Smart PLS (version 3) and SPSS software. The Measurement model and the Structural model were considered under the Partial Least Square Structural model. The findings of the study revealed that there is a positive relationship between personality traits and job performances, especially in government workers. According to that, conscientiousness and extraversion were found to be the strongest predictors of job performances. Based on the results of that study, the recruiters who search for qualified employees in the government sector should consider these traits as a part of their selection process. Using a personality inventory in the employee selection process might add useful information regarding any employment decision.

Keywords: *Personality Traits, Conscientiousness, Extraversion, Neuroticism, Agreeableness, Job Performances*

FACTORS ASSOCIATED WITH INDUSTRIAL PRODUCTION IN SRI LANKA

S.H.N. Dileeka^{1*}, G.R.S.R.C. Samaraweera¹ and C.R. Abesiriwardhana²

¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

²Lispo Private Limited, Katunayake

Structural change of the economy from the agricultural sector to industrial sector is a reflection of the development of a country. Although the structural change is a prominent factor in agricultural sector after the independence, industrial sector's contribution to the total GDP has been stagnating over the time. Acceleration of the industrial production is a current need of the macroeconomic planning and the drivers of industrial growth should be identified to facilitate the rapid economic growth. The main objective of this study is to identify the factors associated with industrial production in Sri Lanka. Secondary data taken from the annual reports of Central Bank of Sri Lanka and reports of Sri Lanka labour force surveys during the period of 1965-2016, were used for the study. Unit root tests, Time series regression models, co-integration and vector error correction models were used for the econometric analysis and variable selection was based on the endogenous growth model. Explanatory variables were the capital enhancement, labour and human capital enhancement, political and Economic stability. According to the first difference regression model, investment and the government debt show significant positive relationships with the industrial production, showing a major impact on enhancing the physical capital. Political stability used as a dummy variable based on the existence of an election of the particular year was not a significant factor associated with the industrial production. All variables of investment, government debt, exports, interest rate, infrastructure cost, education and the employment rate in industrial sector show a long run causality with the industrial production in Sri Lanka while investments, government debt and export have established short run causalities with that according to Vector error correction model. Encouraging investments and efficient management of national debt through the international partnerships would be the future policy options for accelerating industrial production of the country.

Keywords: *Industrial Production, Structural Change, Capital Enhancements*

**THE EMPIRICAL ANALYSIS TO IDENTIFY THE
EFFECTIVE FUEL DISTRIBUTION ROUTE IN SRI LANKA**

(With Special Reference to CEYPETCO)

B.P.U. Ishani^{1*}, W.A. Senathissa¹ and A.W.K. C. S.K. Senaviratana²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Sri Lanka Petroleum Cooperation Bulk Depot, Matara*

Many countries in the world consider transport infrastructure as an integral part in achieving development. In order to maintain an efficient transport system in a country which needs to certify an effective supply of fuel. Therefore, the major objective of this study was to identify the optimum distribution transport route pertaining to the present fuel distribution system in Sri Lanka. For this purpose, secondary data monthly was collected from Ceypetco and those are analyzed by employing the methodologies on operations research specially by focusing on transportation model. Since the practical difficulties to cover up the entire country, the study selected Southern Province in order to manage too bulk a storage. As the sample for this study, fuel retailers from Galle, Matara and Haputale areas were selected and Matara, Galle, Hambantota, Nuwara Eliya, Badulla and Monaragala districts were selected. Findings of the study reveal the most appropriate route to transport fuel efficiently from Matara fuel complex to suburbs areas of Matara as well as Hambantota and to deliver fuel via Haputale fuel complex to areas of Hambantota, Nuwara Eliya, Badulla, Monaragala. Based on our findings it is suggested that along with rail wagons, usage of GPRS systems for the fuel tanks will minimize the usage of private fuel tanks and using the tanks of the government will optimize the effective fuel distribution process.

Keywords: *Operations Research, Transportation model, CEYPETCO*

THE IMPACT OF TRAINING ON EMPLOYEES PERFORMANCE

D.S.R.N. Anjana^{1*}, A.A. Shantha¹ and S.B.G. Jayawardhane²

*¹Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²Ernst & Young, Colombo

Every organization considers employees as valuable asset and they are playing major and valuable role towards company's success. Today, the business world is in very competitive nature. Therefore, organizations should have well performing employees to face that competitive business world. To achieve this purpose, organization should give effective training to their employees. Employees can enhance their knowledge, skills and attitudes through the effective training. The current study is focused on the impact of training on employees' performance with special reference to EY head office in Colombo. Sixty (60) employees were selected by using the multi-stage sampling method. The primary data were collected covering four dimensions such as Training Evaluation, Learning Culture, Training Content and Trainers. The dependent variable is the Employee Performance and it was measured with the help of Structured Questionnaire. The data were analyzed by Partial Least Squares Structural Equation Modeling (PLS-SEM) using Smarts software. The results indicate that the training content and the trainers show a positive significant relationship with employee performance while training evaluation and learning culture have no significant relationship. The findings of this study can prove useful to policy makers in human resources field, human resources managers and professionals to develop and implement trainings regarding the employee performance related to the training programs.

Keywords: *Employee Performance, Training and Partial Least Squares Structural Equation Model (PLS-SEM), Smarts Software*

THE DETERMINANT OF SUGAR PRODUCTION

W.A.D.C. Madusa^{1*}, A.M.I. Gunarathne¹ and K.C. Pathirana²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Lanka Sugar Company (Pvt) Ltd*

The quality & quantity of a production depend on the factors affecting the production process of it. The main purpose of this research is determining the factors related to the production of sugar in the local industry. Further, identifying the seasonal variations of those factors & producing new policy decisions to enhance the production are the ancillary targets. In Sri Lanka, Lanka sugar company (Pvt.) Ltd is the preliminary brown sugar manufacturer. The monthly data for the period of 2014-2017 of Sevanagala Unit have been used for this research. The statistical analysis process has been carried out under inferential statistical analysis regression analysis. Further, the influence of the seasonal fluctuations has been analyzed under descriptive representations. From this research, the factors, cane supply, harvested area, weather condition, labour have been identified as the influential factors (independent variables) for the sugar production (dependent variable). As per the graphical analysis, it was identified that there's a seasonal affecting the variables sugar production & cane supply. Further, there was no trend in every factor affecting the sugar production. Prior to removing of the seasonal effect, the variables such as weather condition & harvested area were significant. However, after removing the seasonal effect, cane supply & harvested area were significant. The statistical model was much significant after removing the seasonal effect. Moreover, the variables cane supply, harvested area, labour were positively related to the sugar production. The factor, weather condition was negatively related. In order to increase the quality & the quantity of sugar cane, the factors using high quality seed cane harvesting the sugar cane at the ideal age should be followed. Further, proper irrigation during the whole lifetime of the sugar cane plants and using highly notorious fertilizer for the plants are vital factors. Reconstructing the soil & increasing the land usage are another important factor. When considering the factor labour, its use in seed cane planting & sugar cane harvesting play a significant role. By effectively managing the above identified influential factors for sugar production, the local sugar production can be directed into a whole new level.

Keywords: *Sugar Cane Supply, Weather Condition, Seasonal Variation, Harvested area, Labour*

DETERMINANTS OF NON- MOVING STOCK OF SPARE PARTS

(With Special Reference to Ford Sri Lanka)

S. M. M. Nilanjani^{1*}, W. A. Senathissa¹ and G.B. Sampath²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Future Automobiles (pvt) Ltd*

The stock levels can be recognized as the most important determinant that affects the performance of a company. The demand of the customer is needed to be satisfied with the supply of the stocks that is maintained. In that case, stocks should be kept at an efficient level. Due to some influences, the company faces the problem of non-moving stocks. Through this study, it is required to find determinants of non- moving stock of spare parts with special reference to Ford Sri Lanka. The main objective of this study is to explore determinants of non- moving stock of spare parts. The time series data of year 2015 to 2017 were used as secondary data. Data were analyzed using descriptive statistics, trend graph, unit root test, correlation analysis, heteroscedasticity test, regression analysis, test of causality, Johansen co-integration test, test of residual autocorrelation, and normality test. This study reveals there is a positive strong correlation with quantity when other remaining factors have negative correlation. Quantities, number of repairs and number of registered Ford vehicles are the significant variables that determine the non- moving stock of the company. By improving the sales of the company, promoting Ford brand within the country and exporting the ordered parts to the supplier's county, the company can reduce this unnecessary stock.

Keywords: *Non-Moving Stock of Spare Parts, Quantity, Number of Repairs, Registered Ford Vehicles*

THE EFFECTS OF RELATIONAL NORMS ON CUSTOMER SATISFACTION

(With Special Reference to People's Bank, Balangoda)

M.D.S. Gunasena^{1*}, S.J.M.N.G. Samarakoon¹ and I.K.C. Abeywardhana²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*People's Bank, Balangoda*

Today, due to the greater competition in the business world, all business firms and organizations try to improve the level of customer satisfaction (CS). The Sri Lankan banking sector plays a crucial role in Sri Lankan financial system. No business can exist without satisfied customers, especially in service-oriented industries. Therefore, increasing the level of CS is one of the targets which is tried to achieve by the banks. In this study, the research problem was “how relational norms influence the CS in the banking sector. Relational norms have been successfully used to explain the effectiveness of marketing relationships. Thus, in this specific context, CS was considered as the dependent variable and dimensions of relational norms as the independent variable. The main objective of this study is to explore the effects of relational norms on CS which would be important for future growth of the bank. People's Bank, Balangoda Branch was selected as the unit of analysis. The qualitative data were collected using structured questionnaire. All the savings account holders were considered as the population from whom, 150 customers were selected as the sample using quota sampling method. The collected data were analyzed through a factor analysis and structural equation model (SEM) and the result indicated that 90.7 per cent (R^2) variation of the level of CS has been explained by the relational norms. According to that, the information sharing and flexibility have positive relationship with CS, while solidarity has negative relationship. Findings of this study will benefit to the management of bank to identify the factors that affect to increase the level of CS and help to create some strategies that can be used to achieve greater market share in financial system with satisfied customers.

Keywords: *Customer Satisfaction, Information Sharing, Flexibility, Solidarity*

A STUDY ABOUT THE FACTORS INFLUENCING GOLD JEWELRY HYPOTHECATION

M.D.V. Chinthaka^{1*}, A.M.I. Gunarathna¹ and H. Vidanapathirana²
¹Department of Economic and Statistics, Sabaragamuwa University of

Sri Lanka

²Peoples Bank, Weligama Branch

The gold jewelry hypothecation is a major consumption within the banking sector. To face unexpected incidences and economic fluctuations in a successful way, mortgagors change their economic decisions. This study focuses on the factors affecting the Gold jewelry hypothecation. Pertinent to this study, used primary and secondary data. The primary data were collected using questionnaires. In here, 60 mortgagors were selected from the Peoples Banks' Weligama Branch through the random sampling method. Secondary data for the study were obtained from annual reports of the Central Bank of Sri Lanka. Social factors and economic factors were used as the independent variable within the study. The income gained from the hypothecation of gold jewelry was used as the dependent variable within the study. The income gained from the hypothecation of gold jewelry was used as the dependent variable within the study. Collected data were analyzed using multiple regression analysis method and "MINITAB" statistical application. Through this study, it was identified that there are positive impacts on the hypothecation from the main variables of gender, the capability to borrow money from the neighbor and social security benefits. There are negative impacts on hypothecation from the factors of civil status and obtaining of loans from a bank. It is suggested to implicate credit guarantee system within the bank for the advance of hypothecation and to provide good customer service for gold jewelry mortgagors. Through this, branch can get fruitful benefits from the hypothecation.

Keywords: *Gold jewelry, Factors, Mortgagors, Capability for Obtain Loan*

**THE IMPACT OF INTERNAL CONTROL ON JOB
SATISFACTION OF THE EMPLOYEES**

(With Special Reference to JAT Technologies (Pvt) Ltd)

B.U.C. Ransika^{1*}, A. A. Shantha¹ and M. D. S. Perera²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*JAT Technologies (Pvt) Ltd, Nugegoda Branch.*

The job satisfaction is a very important thing today and most of employees expect the job satisfaction and also internal control is one of the valuable ones which most companies use. Measuring internal control in job satisfaction is essential for an organization to be successful. Therefore, evaluating internal control in job satisfaction is effective for the company's success. The current study is focused on the internal control in job satisfaction of the employees with special reference to JAT Technologies (PVT) LTD, Nugegoda. 100 employees were selected by judgmental sampling method. The primary data was collected using a questionnaire covering five dimensions such as risk assessment, control environment, monitoring, control activities and job satisfaction. The dependent variable is job satisfaction. The data was analyzed by Partial Least Squares Structural Modeling (PLS- SEM) using Smart PLS Software. The results indicated internal control positive significant relationship with job satisfaction. Further our findings revealed Control Activities, Monitoring and risk assessment to have a positive and significant impact on the job satisfaction of the employees in the company and control environment is identified as the insignificant factor by the study. This study assists policy makers in medium scale and large scale companies and strategy managers to develop and implement strategies regarding job satisfaction of the employees and internal control system of the company.

Keywords: *Job Satisfaction, Internal Control, Structural Equation Model (PLS-SEM)*

FACTORS AFFECTING THE JOB SATISFACTION OF EMPLOYEES

(With Special Reference to GAJMA & CO)

D.A.G. Samarawickrama^{1*}, A.M.I. Gunarathna¹ and L.M.V.S.M. De Mel²

¹*Department of Economic and Statistics, Sabaragamuwa University of Sri Lanka*

²*Gajma & Co.*

The financial consultancy services play a vital role in the economy of a country. Among such organizations, employees' job satisfaction mainly affects the employees' efficiency, and also when the organization has satisfied the employees it means that they have assets. In a company which is engaged in service providing, it is necessary to pay attention to their employees more than other companies because when the employees are happy to work, then the output is satisfactory. The main objective of this study was to identify the factors affecting the job satisfaction of the employees, and the impact those factors have on the overall job satisfaction of the employees. In this study, 100 employees have been selected by using simple random sampling method. Primary data collection method was used and data were collected through a structured questionnaire. Multiple regression analysis and descriptive statistic were used as the analysis technique. Among the considered independent variables, the study found that gender, marital status, working experience, present pay, supervision, promotion & advancement, working environment, to be seven significant variables that were associated with job satisfaction. According to the study, the present pay highly affects the job satisfaction. The findings highlighted that there is a positive relationship between the job satisfaction and present pay, supervision, working environment, and there is negative relationship with promotion & advancement. This study suggests that starting a performance appraisal system, maintaining good training programs and reducing the micro management would help to improve satisfaction of employees apart from the given variables.

Keywords: *Job satisfaction, Demographical Factors, Working Environment*

FACTORS AFFECTING PROFIT

(With Special Reference to Litro Gas Lanka)

W.A.D.N. Aroshi^{1*}, I. Gunarathne¹ and R.I. Martin²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Litro Gas Lanka*

When consumers purchase a product, they always go through a process to make the purchasing decision. This can be conscious or unconscious. This paper attempts to identify the major factors affecting the consumer's willingness to buy a gas with special reference to the Litro Gas Lanka. It is essential to ascertain seller's perception to promote the Litro Gas availability and capture the market demand. For this purpose, primary data were collected through structured questionnaires and direct personal interviews from 60 consumers selected using cluster sampling and simple random sampling in Gampaha area. Multiple Regression Analysis and Auto Regressive Distributed Lag Model were employed to achieve the established objectives of the study. Results revealed by the correlation analysis show that inherited features of gas varieties (0.473), consumers experience (0.19) are positively correlated while profit of Litro Gas capability to engage in Litro Gas (-0.245) are inversely correlated with the resolve cost of Litro Gas Lanka. The same results were revealed by the Multiple regression analysis which shows that increasing the perception of inherited features of gas demand by a unit has a positive effect; and increasing the profit by (48%) while any increase in gas experience by a year has also a positive affect; increasing the producer perception by 0.25% to purchase the gas of Litro Gas Lanka into the next season. These findings emphasize the purchasing pattern in the selected area is solely based more on the previous experiences of the consumers than any other factors. Since the perception of Litro Gas with its inherited features has become a crucial factor, it could be highly addressed and taken into consideration in the process of policy formulation for reducing the complaints of Litro Gas in Sri Lanka.

Keywords: *Profit, Cost of Sales, Administrative Expenses, Selling & Distribution Cost, Resolve Cost of Complaints*

FACTORS AFFECTING THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES

A.G.N. Madhushika^{1*}, S.J.M.N.G. Samarakoon¹ and H. Wijewardhana²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Ministry of Industry and Commerce*

Small and medium-sized enterprises are considered as the backbone of Sri Lankan economy and the sector contributes to the economic growth, regional development, creating job opportunities and reducing poverty. The main objective of this study is to identify the main factors influencing the performance of small and medium-sized enterprises (SMEs). To conduct this research, a structured questionnaire has been used as a primary data collection method. As the sample for this research, 100 of SMEs have been selected in Maharagama area. Considering all the factors, entrepreneurship and organizational characteristics, internal and external environmental characteristics have been identified as the independent variable and as for the dependent variables, the performance of SME's was considered. To analyze the data, SPSS software has been used with multiple regression analysis method. Considering the data analysis, it was found that education level, business sector and business commenced year which is under entrepreneur and organizational characteristics, affects the SME's performance. Further, it was identified that the gender and age has no impact on the performance of SME's. Similarly, the market factors, technological factors and financial factors which fall under internal factors have a positive impact on performance and an external factor, rules and regulations imposed by the government can be identified as a crucial factor with a direct impact on SMEs performance.

Keywords: *Small and Medium Enterprises, Performance, Internal Factors, External Factors*

DETERMINANTS FOR INSTANT FOOD DEMAND

(With Special Reference to Laugfs Supermarket Chain)

A.S.P. Sandaruwani ^{1*}, M.D.J.W Wijesinghe¹ and K. Nagasinghe²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Laugfs Supermarket Chain*

A Sri Lankan food consumption pattern has altered dramatically over the past several decades, with the greatest change being the rise in consumer expenditures on instant food. The main objective of the study is to identify the determinants of consumers' demand for instant food products related LAUGFS supermarket chain. Primary data were collected from 165 customers in LAUGFS supermarket with the help of structured questionnaire. Descriptive statistics and binary logistic regression models were used. Descriptive statistics revealed that commercial advertising in television is the major source of awareness of the instant food items. Preference of housewife is the main factor to select the instant food item and Prima, Maliban, CBL in reference to noodles, biscuits, samaposha categories are popular brands among customers. Further, the study found that the customers who highly consider the price decrease, the probability demanding instant food while customers who highly consider the convenience of buying, have a great probability to demand for instant food.

Keywords: *Instant Foods, Demand, Supermarket*

DETERMINANTS OF ROA

(With Special Reference to People's Bank)

M.M.T. Yashodha^{1*}, W.A. Senathissa¹ and E.A.D.J. Priyashantha²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Internal Audit departments, People's bank, Colombo 05*

The business companies mostly focus on the ways which maximize the profit. The one criterion that is used to measure profit is return on asset (ROA). ROA assists in finding the profit as well as the stability. ROA shows how asset supported the fulfillment of the target of the company. If this presents a low value, which means the assets were not used in an efficient manner to achieve targets of the company. Therefore, this value should be maintained at a higher level by the company. This study was undertaken with the objective of asserting the significant determinants of return on asset in People's Bank. Here the factors that affect the behavior of ROA were divided into two categories. They are principles that are Specific to bank & macro-economic variables. The principles that are specific to banks are capital adequacy ratio (CAR) & cost income ratio (CIR), GDP Growth Rate (GDP), Inflation Rate (INF), Exchange Rate (EXR) are taken under macro-economic variable. In this study, the secondary data were extracted from Audited financial statements from 1972 to 2016 & central bank annual reports, and they have been compiled, sorted, edited, classified, coded and analyzed using the computerized data package known as Views. Descriptive statistics are used to describe and to summarize the behavior of the variables in a study; regression analysis & ARDL model are used to draw conclusions about the reliability and generalizability of the findings. The findings of the study show a positive relationship of capital adequacy and ROA with a strong statistical importance. The capital ratio is relatively high compared to other variables, indicating that an increase of this variable will result in increased profitability while it resulted in a negative relation between cost income ratio and ROA. This shows that minimizing the operational costs in the People's Bank certainly improves the income of banks. Macro-economic variable had a positive impact on ROA but with a low level of importance for the model. The study finally helps to the top management to take Decisions and make the policies pertaining to profitability & cost management

Keywords: *Return on Asset, Capital Adequacy Ratio, Cost Income Ratio, Macro-Economic Variable*

FACTORS AFFECTING ON TENDENCY IN EMPLOYEE TURNOVER

J.M.S.S. Perera^{1*} and H.M.S. Priyanath¹

*¹Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

The study assessed the factors influencing tendency in employee turnover in ABC organization. The sample of 100 employees was chosen in ABC organization. Similarly, as for the Choice of the sample, employees inside the organization were chosen utilizing random sample technique. Data from the respondents were collected using a semi-structured questionnaire. Descriptive statistics such as means, standard deviation and frequency distribution were used to analyze the data. In addition, multiple regression analysis was done to outline the major factors to be influencing tendency in employee turnover in the ABC organization using statistical package of Smart PLS. The results show that three factors which influence tendency in employee turnover are job dissatisfaction, personal factors and organizational factors. All three variables bring positive beta coefficients as indicated which proves hypothesized relationships. The researcher recognized that there will be a crisis of high tendency in employee turnover rate in ABC organization as stated by facts. This study suggests various possible strategies to minimize the tendency in employee turnover and retain employees in the organizations. If the organization launches an arrangement to update employees' achievements, updated qualifications, special skills and competencies with the goal, that organization might spot for those employees, the place they have stated as their abilities. The organization should also implement a feedback system where employees might give their feedback and concerns on organizational methods and conducts which might move forward employee's day-to-day processes whether the management makes changes as stated by those feedback systems. These strategies enhance job satisfaction with the change of their occupation parts and flexible routes of normal procedures.

Keywords: *Employee Turnover, Logistic Industry, Job Dissatisfaction*

FACTORS AFFECTING THE EMPLOYEES' SATISFATION

(With Special Reference to Ernst & Young)

B.K.S.N. Bopage^{1*}, S.J.M.N.G. Samarakoon¹ and R. Silvester²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Ernst & Young, Rathnapura*

Any institution depends on its employees who are the most important asset of it. When considering the employees, their satisfaction is very important to the existence of institution. Although many researches have been conducted, a few research studies had been done in the field of accountancy or auditing institutions in Sri Lanka. Therefore, this research is based on the institution ERNST & YOUNG. The sample of this research consisted with sixty employees who are attached to Ratnapura and Matara branches. The sample of this research has been selected using simple random sampling method. The main objective of this study is to identify the factors that contribute to employee satisfaction. Descriptive statistics and logistic regression methodologies were used to analyze the collected data. The dependent variable of this research was the satisfaction of employees. The factors of independent variables were physical factors, mental factors, and environmental factors. This study has identified healthy environment, work responsibilities, job security, promotion, payment, wages, co-workers, welfare services, good work environment, management, and culture as the affecting factors to the employee's satisfaction. According to the sample used, 77 per cent of employees of ERNST & YOUNG are satisfied while 23 per cent are dissatisfied. Among those unsatisfied employers 20 percent are male employees and 26 percent of women employees. This research concludes that the employees are satisfied with their occupational safety. However, they are not satisfied with their salaries.

Keywords: *Payment, Salary, Job Security, Logistic Regression*

ENGLISH



**UNHEARD VOICES IN THE POST-WAR NARRATIVES IN
SRI LANKA: EVIDENCE AFTER 2009**

K.A.D.E. Kodithuwakku^{1*} and H.A.M.A. Hapugoda¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

The research focuses on a current topic which is the narrations woven around the troubled history of the island of Sri Lanka. This particular study takes a closer look at two works of literature titled the Seasons of Trouble by Rohini Mohan and This Divided Island by Samanth Subramanian to evaluate the said unheard voices. The research also views the mechanisms adopted by entities to suppress these narratives to further their own political agenda. The research evaluates the reasons behind this suppression leading to a conclusion whether the voices of the unheard are heard or overheard. The research identifies how an integral part of the history gets distorted and an alternative reality is created when the narratives of the marginalized populations go unheard. The minority group this research pays attention to in particular is treated as outsiders in their own country by the hegemony of the majority following a militarized victory of the state. The fear of becoming second class citizens, the fear of having to give into the whimsical thoughts of the majority and the fear of the unknown other lead the majority to take extreme measures to remind the masses of their victory over the minority group. A significant discovery of the research was that the women were unheard and under-recognized for the trauma that they continue to live with due to the three decade long armed conflict. When the narratives of this nature are altered for political gains there is no hope for a permanent state of peace within an armed conflict, only a temporary solace of a ceasefire. These unheard narratives need immediate attention as they are prone to being lost in the deep abyss of time. And in the contemporary transitional justice seeking era that we live in, it is important to discover the truth no matter how relative the truth might be.

Keywords: *Post-War, Narratives, Unheard, Armed-Conflict, Reality*

EFFECTIVENESS OF ENGLISH LANGUAGE CURRICULUM IN NON-STATE HIGHER EDUCATION INSTITUTES IN SRI LANKA

(With Special Reference to KIU, Battaramulla)

H.R.G. Ramanayaka^{1*}, S.P. S.P. Weerasinghe¹ and N. Perera²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Kaatsu International for Undergraduate Studies, Battaramulla*

Many countries try to implement better curricula in teaching English as a foreign language or as a second language because English is the International language in the global context. In Sri Lanka, although many private institutions conduct English preparatory courses to brush up the English knowledge of undergraduates, only a limited number of researches have been conducted to measure the quality of them and little changes have been made in this regard. The researcher selected KIU private university's English preparatory course curriculum to investigate whether it truly helps in enhancing the English knowledge of its students or whether it is just another market-oriented curriculum as declared by the majority. The researcher employed a mixed approach method while giving more weight to the quantitative research methodology. Forty questionnaires were distributed among students and interviews were conducted among lecturers to collect data. The collected data was analysed through SPSS statistical software. Hence, under the section 1 which questions about the content of the curriculum both students and lecturers stated that the curriculum has a dearth of exercises and course content in regard to the improvement of the students reading, listening, and speaking skills apart from the writing skill. Under the section 2, the researcher formulated questions to investigate about the skills promoted by the curriculum and both the students and lecturers stated that they were not satisfied with the course components consisted in the present curriculum to promote the language skills of the learners. Section 3 investigated the allocated time limit to cover the curriculum and its practicability. After the analysis, the researcher identified that the allocated time limit is not adequate to complete the curriculum successfully. Hence, the researcher decided that necessary amendments should be incorporated to maintain the proper standards of the present curriculum.

Keywords: *Private Universities, English, Curriculum Development, Sri Lanka*

**THE USE OF SRI LANKAN ENGLISH IN RADIO
PROGRAMS BROADCAST ON ENGLISH SERVICE, SRI
LANKA BROADCASTING CORPORATION FROM 1970 TO
2018**

S. Kaluarachchi^{1*}, S.P.S.P. Weerasinghe¹ and T. Samarasooriya²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Sri Lanka Broadcasting Corporation, Sri Lanka*

Sri Lankan English (SLE) is a social phenomenon nowadays, assimilating its relevance to all the domains in the society, including radio broadcasting. This study was undertaken to investigate the problem how SLE is used in the radio programs of the English service, Sri Lanka Broadcasting Corporation (SLBC). The main objective of this study was to produce new knowledge about the use of SLE in terms of Sri Lankan radio broadcasting. The research intended to educate Sri Lankan users and learners of English about the separate variety, Standard Sri Lankan English (SSLE). This research used qualitative methodology. Primary data was collected through interviews conducted with relevant people at the English Service and observations of radio programs from 1970 to 2018. Secondary data was collected through research articles, books, and internet. In-depth content analysis was used to analyze data from interviews and observations. This study found that there is a rich use of SLE employed in radio programs of the English service with SLE features such as mixing languages, SLE syntax, and SLE morphology. The study has also shown that there is an unhealthy response to the use of SLE by the management of the English service, justifying common-held myths about SLE marking a threat to the standardization of English in radio content. It was also revealed that the audience of the English service which is mainly comprised of elderly listeners is showing a resistance to embrace the new in radio content, still adhering to British standards. In general, the results of this study support the idea that both the management and the audience of the English service are in a state of linguistic servitude toward British English and its standard, even though SLE has a big impact on the radio content of the English service, SLBC.

Keywords: *Sri Lankan English, British English, BBC standards*

LISTENERS' ATTITUDE TOWARD CODE-MIXING AND CODE-SWITCHING IN THE LANGUAGE USED IN RADIO COMMERCIALS

(A Survey Based on the Advertisements Broadcast on English, Sinhala and Tamil Services of SLBC)

F.N. Shazna^{1*}, S.P. Weerasinghe¹ and T.I.S. Samarasooriya²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Sri Lanka Broadcasting Corporation, Colombo 07*

Two hundred years of British rule has left significant imprints on the diversity among the people who belonged to different ethnic groups in Sri Lanka. As a result, phenomena of code-mixing have become prevalent in the multilingual Sri Lankan society. Radio advertising provides an ideal microcosm model of the code-mixing and switching done in the linguistically pluralistic society of Sri Lanka. Through mainly focusing on the code-mixing done between Sinhala-English and Tamil-English languages, this study explores the Sri Lankan listeners' attitude towards code-mixing and switching done in radio commercials, which was the main objective of the study. A mixed method of data collection was employed to collect and analyze data for this study. A close inspection of the samples of radio commercials revealed that code mixing is done within radio commercials as a marketing strategy, a time saving technique, a form of minimizing the confusions caused by different dialects and as a form of conveying details that would have been otherwise embarrassing. It was found that radio commercials with mixed language convey the message to the listeners more effectively than the monolingual commercials. The quantitative data from the questionnaire reflected a higher purchase intention for code-mixed commercials than for the monolingual language versions. In addition, it was also found that the participants who are bilingual or trilingual have comparatively a more positive attitude towards code-mixing in radio commercials than the monolingual participants. Overall, the study found out that, the listeners attitude toward code-mixing done in commercials differs based on factors related to the listeners such as, the listeners' age, region, mother tongue and the notions prevalent in the particular speech community.

Keywords: *Code-Mixing, Code-Switching, Radio Commercials, Bilingualism*

**ENGLISH LANGUAGE NEEDS OF HEALTH CARE
PROFESSIONALS IN SRI LANKA: AS PERCEIVED BY
HEALTH CARE PROFESSIONALS AT KIU**

T.V.K.C. Thalpavila^{1*}, S. P. S. S. Weerasinghe¹ and N. Perera²

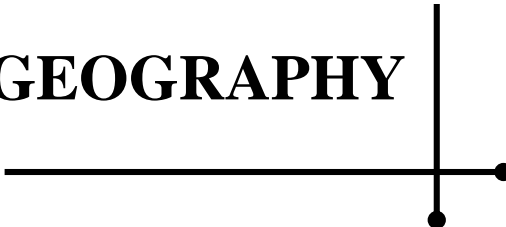
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*KAATSU International for Undergraduate-studies*

Health care profession is one of the professions that requires the ability to cope with and serve people who speak different languages. Although there are studies conducted to investigate the English language needs of Sri Lankans in general, a lesser number of studies, particularly aimed at investigating English language needs of healthcare professionals in Sri Lanka have been conducted. Therefore, the purpose of this study was to identify the English language needs of healthcare professionals in Sri Lanka. Another objective of this study was to discover whether their writing needs in English language surpass their speaking needs in English language. Data for this study had been gathered from healthcare professionals who follow Nursing and Biomedical Science degrees at KIU, which was the resource center for the practical training undergone by the researcher. Quantitative method was used to conduct the study. The data collected through questionnaires was analyzed through SPSS statistical software. The findings of this study suggested recommendations to KIU to customize their English Language programmes as English for Specific Purposes (ESP) course to fulfill the language needs of medical professionals as the current programme is inadequate. The results of this study revealed that medical professionals' writing skills in the English language are higher than speaking skills.

Keywords: *English Language Needs, English for Specific Purposes, Language Use, Healthcare Professionals, Needs Analysis*

GEOGRAPHY



CONTRIBUTION OF BIYAGAMA EXPORT PROCESSING ZONE FOR THE REGIONAL DEVELOPMENT

L.A.V.Y.P. LiyanaArachchchi^{1*} and K.B.P.C.A. Wijerathna¹

¹*Department of Geography & Environmental Management, Sabaragamuwa University of Sri Lanka*

Export Processing Zones could be identified as a strategy used by the developing world countries to minimize the adverse impacts caused by regional disparities. Biyagama Export Processing Zone has been established within Biyagama Divisional Secretariat to overcome the backwardness of development it had for a long period of time. The objective of this study is to identify the regional development impacts of Biyagama Export Processing Zone on the Biyagama Divisional Secretariat Division through the development of infrastructure and employment generation. A sample of 100 residents has been selected through simple random sampling for the questionnaire. Other than that, interviews and direct observation method have been utilized as primary data collecting and web sites of relevant authorities, books, institutional reports have been used as methods of secondary data collection. Map analysis and Shift Share analysis have been used to identify the contribution of the zone for the regional development. Infrastructure facilities such as road networks, electricity and water supply, educational facilities and tele-communication facilities have been developed with the establishment of the Biyagama Export Processing Zone. Living standards of the people in the area have been developed as a result of the indirect employment opportunities created after the establishment of the zone. Majority of the females are engaged in the indirect employment activities. As a result, female empowerment is high within the Biyagama Divisional Secretariat Division. The contribution of the Biyagama Export Processing Zone for the generation of direct employment opportunities is also at an optimum level. Establishment of the Export Processing Zone results in the social, economic, cultural, environmental and regional changes within the area. Hence it can be recognized as the major contributor for the development of Biyagama region.

Keywords: *Digitizing, Export Processing Zone, Regional, Shift Share, Sustainable*

IDENTIFICATION OF THE CONTRIBUTION OF LOW INCOME PEOPLE FOR URBAN WASTE GENERATION

(With Special Reference to Laksada Sewana Flat, Kolonnawa)

H.G.R. Gunasekara^{1*} and W.D.K.V. Nandasena¹

¹*Department of Geography & Environmental Management, Sabaragamuwa University of Sri Lanka*

Generation of non-degradable waste matter, due to urbanization, has risen to a high level in Sri Lanka, giving rise to many problems. Therefore, the aim of this research is to identify the contribution of the low income people for urban waste generation with special reference to LaksadaSewana flat, Kolonnawa. According to stratified sampling method, 155 houses were chosen. The study employed questionnaires, observations, and interviews to collect the primary data, obtaining the secondary data from government institutions. The research used Chi square analysis, T-test, and one-way ANOVA by IBM SPSS Statistics 21 software in analyzing the data. Research findings reveal that waste classification and disposal are not affected by the demographic factors of the low-income citizens. However, the height that their houses were located and their motivation to classify and dispose waste emerged as the determining factors. The study also found that people who classified their waste, produced more waste (257.48g) daily than people that did not do so (228.57g). Nevertheless, it was noticed that classified waste management is fairly uncomplicated, and that people who do not classify waste dispose of their waste irregularly. However, residents of the flat did not show a direct influence on generating urban waste, because according to data, they generated only 0.54 tons compared to the residents of Kolonnawa Urban Council daily generate about 35 tons of waste which represents 1% of total waste generation. In light of its findings; the study implies that urban waste management in Sri Lanka has become challenging, and that given the environment and life styles of urban citizens; seminars on changing convictions about waste management can be a slow process. Hence, this research concludes that cultivating positive attitudes and good habits on waste management from childhood can influence citizens to minimize their negative attitudes and choices on waste generation and management.

Keywords: *ANOVA Analysis, Attitudes, Low Income People, Urban Waste, Waste Management*

MULTI HAZARDS VULNERABILITY AND RISK IN THE KIRIKETIOYA AND BELIHULOYA WATERSHED

P.K.V.S. Dananjaya^{1*} and K.V.D. Edirisooriya¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Sri Lanka covers 650000km² of land area and it is affected by various kinds of hazards. The last few decades denoted an incensement of multi hazards in Sri Lanka. Among them, droughts, floods, landslide tsunami and cyclone are most common in the country. The study area covers Kiriketioya and Belihuloya watershed. It is about 72km² of a land. The area is situated within the Imbulpe Divisional Secretary division in Rathnapura district. The study is based on the data collected from both primary and secondary sources. Secondary data was collected from published information sources, used by Survey Department of Sri Lanka and Meteorological Department. Secondary data was collected from field survey, PRA method, interviews and observation methods. PRA method was administered to determine multi hazard vulnerability and their impacts. Random sampling method was used to select the sample for PRA. Arc GIS 10.3 was used for data digitizing and analyzing for landslide and forest fires. From the study, it was found that from the total land area; approximately 29.1km²land is under the high risk zone of forest fire. Moreover, 28.3km² land area under the high risk zone of landslide. The PRA results show that covered seven GN divisions such as Seelogama, Puwakgahawela, Viharawela and Landuyaya are highly vulnerable to landslide, forest fire, drought and animal attack. The area must introduce programmes like, community base hazard mitigation societies, insurance systems, training camps to reduce and mitigate the impacts of hazards. The findings of this study will be useful for the future disaster mitigation activities of the study area.

Keywords: *GIS, Multi Hazard, PRA, Risk, Vulnerability*

**A STUDY OF PHYSICAL AND HUMAN FACTORS
AFFECTING LANDSLIDE RICKS**

**(With Special Reference to Inikamedda and Bandarawela-East
Grama Niladari Divisions in Bandarawela Divisional Secretariat
Division)**

W.A.K. Chaturika^{1*}, R.J.M. Uduporuwa¹ and R.M.W.P. Rathnayaka²

*¹Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²National Building Research Organization, Sri Lanka

Today, landslides have become a prominent natural disaster in Sri Lanka. This paper investigates the physical and human factors affecting the risk of landslides in Bandarawela East and Inikamedda GN Divisions in Bandarawela Divisional Secretariat. Both primary and secondary data were used for this study. A semi structured questionnaire survey with a sample of 50 families from each Grama Niladari Division was conducted. Families were selected using simple random method. In addition, interviews and observation were done to get data and information. ARC GIS, SPSS and MS-excel were used to analyze the data. In this study, the risk of landslides and increased risk of damage to places with significant risk have been identified. Rainfall can be identified as the main physical factor affecting the risk of landslides. According to the secondary data from 2011 to 2015, study area had a steady increase in rainfall and rainfall has increased rapidly in 2017. About 40 percent of slopes in the area are moderate slopes and 50 percent slopes are covered with gravel. Majority of the people in this area has a moderate economic status. According to that, there are 40 percent of people who have a monthly income in between 10000 – 20000 rupees. 36 percent of the population in this area is less educated and their improper agricultural and construction activities have also contributed to the increasing risk of landslides. Construction of buildings in the area has increased in 2018 compared with the year 2000. Accordingly, the present level of landslide risk has increased due to various physical and human factors such as heavy rain, slopes, building constructions, improper cultivation practices and slits. Even though landslide disaster management systems are followed, they are not effective. Hence, these areas must be protected according to the correct technology.

Keywords: *Human Factors, Landslide, Physical Factors, Risk*

ENVIRONMENTAL AND SOCIAL ISSUES OF METAL QUARRYING

(With Special Reference to 605b Olaboduwa North GN in Horana Divisional Secretariat Division)

G.D.J.A. Gamage^{1*} and W.D.K.V. Nandasena¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

With the rapid development of the country, the demand for stone is also rapidly increasing. Therefore, a metal quarry is a valuable resource as an income supplier and a development founder. To identify the environmental and social impacts, 605B- Olaboduwa North GN Division was selected as the study area. A structured questionnaire survey, interviews, and a field observation have been conducted to collect primary data and satellite images, relevant research articles and data from CEA were collected as the secondary data. The sample of the study contains 120 respondents around selected 5 quarries in the study area according to the 1:1 ratio of families which have a member working in quarries and not. Both quantitative and qualitative data were used. Correlation Analysis and Chi-Square Analysis using IBM SPSS statistic 21 package and Proximity Analysis using Arc GIS 10.5 software were used for the data analysis. According to those analyses, numbers of environmental & social impacts caused by the quarrying operations were identified in the study area. It was proved that quarrying affects the land, water, air and to the vegetation cover of an area. Land degradation, landscape variation, soil infertility, dry-up water sources, air pollution, vegetation clearance, low growth of trees, decrease the productivity, visible changes of tree leaves are the environmental impacts found. Dust, noise, cracks on walls, property damages, injuries and deaths are some social impacts found. The area covers 1m-200m around each quarry and it was identified as a high risky area. Even though it cannot be stopped, some methods to minimize the impacts can be implemented in the area. For that, implementation of rules and regulations, involving relevant government authorities, issuing necessary licenses, compensation for the damages are some recommendations.

Keywords: *Correlation Analysis, Environmental Impacts, Metal Quarry, Proximity Analysis*

ANALYZING THE IMPACTS OF FLOOD CAUSED BY IMPROPER LANDUSE ACTIVITIES IN MUTTUR DS DIVISION

T. Kathiresan^{1*}, K.B.P.C.A. Wijeratne¹ and K. Sugunathas²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*District Secretariat, Trincomalee*

Flood occurs due to both natural and manmade causes. Among these two, most highlighted cause is conversion of natural landscape for the human usage. Muttur experiences severe flood hazards due to the North East Monsoon and exhaust of doubles with the Mahaweli River in rainy seasons. The damage rises during floods due to improper land use activities like urbanization and deforestation. The primary objective of the study was to create a map to identify the land use changes in flood prone areas with the help of Arc GIS 10.1 software. This study it further identified what the improper land use activities are and what are the impacts of flood and vulnerable areas for flood in Muttur DS Division. The study used a Chi-square statistical analysis technique to see the relationship between the improper land use activities and occurrence of flood. Furthermore, direct observation and structured interviews are used to identify the improper land use practices and mitigation activities that could follow to minimize this situation. The study found that Kattaiparichan, Periyapalam, Kanguveli, Raalkully, Sabeenagar, Assathnagar are the GN Divisions that are mostly exposed to the flood hazard. Population in these GNDs are engaged in improper land use activities such as; sand and other natural resources mining, deforestation for development activities, improper drainage system, filling wetland to build-up settlement and urbanization. Spreading diseases among community, (dengue, cold, and skin diseases), loss of lives, agricultural, land and housing damages, impact to economic status and physical infrastructures were identified as the impact caused by floods. To overcome this situation, the study recommends reducing the building construction in low elevated areas, reducing dumping solid waste in hazardous areas, introducing visible plan for the land use management, giving knowledge to people using awareness programs and media, implementation of proper drainage systems in this area to overcome the above impacts.

Keywords: *Deforestation, Flood, Improper Land Use, Landscape, Urbanization*

FEASIBILITY OF PRESENT URBAN LAND USE DEVELOPMENT PLANS AND GUIDELINES

(With Special Reference to Panchikawatta Urban Area)

S.M.S. Samarakoon^{1*}, W.D.K.V. Nandasena¹ and P. Nawaratne²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Urban Development Authority, Sethsiripaya, Battaramulla.*

Town and country planners have paid special attention towards urban land use planning due to the problematic situation in urban areas. This study is based on the identification of land use development plans and guidelines used in Panchikawatta urban area. Land use pattern, existing development plans and guidelines have been studied as well. Both primary and secondary data were utilized for the study. Clip analysis which is a geo processing tool and geometric calculation in Arc GIS 10.3 has been used for the analysis of data. Data presentation is done through maps, figures and tables. According to the findings, urban land used planning of the study area has not been conducted according to the development plans and guidelines. A clear difference has been identified between the approved land use activities of 2008-2020 Zoning plan and current land use activities in the study area. Unsuitable land use activities have been identified such as storages and factories in the city center. According to the regulations of the Urban Development Authority, 50% of the buildings in the area must be consisted with more than 13 floors. However, 62% of the buildings in the area are single storied buildings and only 0.4% of the buildings have more than 13 floors. Open spaces should be available in the Panchikawatta urban area. But the problem is that there are no open spaces in the study area. Therefore, by removing unsuitable land use activities from the city center, forming open spaces for recreational activities and protection of sensitive environmental regions could be done to minimize the adverse impacts of unsuitable land use.

Keywords: *Development Plans, Feasibility, Guidelines, Urban Land Use*

**ATTITUDES, RESPONSE AND ISSUES RELATED TO
SOLID WASTE MANAGEMENT IN AKURESSA DS
DIVISION**

T.G.C. Deurandi^{1*}, H.M.P. Herath¹ and H.A.C.N. Dharmasena²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Office of the Senior Superintendent of Police*

Man releases the things that they consume to the environment without any inquiry. Most of them can be considered as solid waste. In that case, solid waste can be identified as an impact of human activity. Today, this increasing solid waste has become a problematic situation all over the world. This problem can be seen in urban areas due to lack of waste management procedures. Hence, urban areas where people are affected have to face so many problems including both environmental and health issues. The main objective of this research is to improve the attitudes and solve the problems of the people regarding this solid waste management. Akuressa and Yakabedda gramasewa divisions were selected for this study. 50 families were selected randomly from two GS divisions. Digitized maps, National and regional information were obtained as secondary data. SPSS and EXCEL statistical packages were used to analyze data. Result shows the necessity of a solid waste management project for solid waste in Akuressa DS Division. To minimize this problem, composting can be recommended.

Keywords: *Attitudes, Issues, Response, Solid waste management*

IMPACT ASSESSMENT OF LANDSLIDE INDUCED RESETTLEMENT

(With Special Reference to Meeriyabedda Resettlement Project)

I.A.M.D. Iddamalgod^{1*}, R.J.M. Uduporuwa¹ and R.M.W.P. Rathnayaka²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*National Building Research Organization*

This paper investigates the physical, socio-economic and environment impacts of Meriyabedda resettlement project in Makaldeniya Estate in Poonagala after one and half year of resettlement due to a massive land slide occurred in Meeriyabedda area in Kotabathma GramaNiladhariDivision in Haldummulla Divisional Secretary area in Badullaon 29th October, 2014. Due to this landslide, 37 residents were killed, 70 houses were destroyed and 275 individuals were displaced. A semi structured questionnaire survey with a sample of 25 victimized families out of 75 was conducted. Families were selected using systematic sampling method. In addition, interviews and key information discussions were held to get data and information. Q-GIS: CAD and SPSS were used to analyze the data. As the study reveals, there are many positive and negative impacts of the resettlement project. 60 percent of the residents are satisfied with their living places because now they own individual houses with all facilities highlighting the privacy instead of life style in line houses. More than 60% of respondents expressed happiness about not changing their relationships even though all displaced community was relocated in one place and services provided them in the new settlement. Before the resettlement 40% of them have earned more than 30000 rupees as monthly income but after the resettlement, 20% of people have lost their jobs because of the distance to working places and care for their small children. Resettled community is not satisfied with the sizes of lands because of cultivation which they have been conducting for a long time is impossible. Therefore, their income earning opportunities have decreased. Also, they request public facilities such as mosque, playground and market in the site. Hence, further attention should be given to these requirements of the settler families to enhance their living standards.

Keywords: *Impact, Landslide, Meeriyabedda, Resettlement*

SIGNIFICANCE OF NON SPECIFIC PARAMETERS FOR CLIMATIC CHANGE

(With A Reference to Monaragala District)

W.G.P.D. Kumari^{1*} and K.V.D. Edirisooriya¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Multifarious research is conducted currently to identify the climatic changes occurring on earth. These scientific experiments have been given the prominent place and also specific standards are used. In some districts there were micro climatic changes taking place. Nevertheless, it was found difficult to predict these climatic changes accurately through the scientific experiments. The objective of this research is to find out not only the specific parameters introduction of the climatic changes but also to find out the importance of the usage. Different climatic areas were found in the Divisional Secretariats of Kataragama, Madulla and Badalkumbura. For these experiments, data had been gathered from 20 families from each divisional secretariat. Likewise, 60 families had been included in this sample. For this experiment, common facts were gathered in a global level, national level and regional level, respectively. Maps, Magazines, Letters, Statistics experiment reports were collected from Divisional Secretariat offices of Kataragama, Madulla and Badalkumbura and also Agricultural Unit and Land use sections. According to the experiment relevant semi structured questions had been used for the interview to get the information. By using Arc GIS, MS EXCEL maps, graphs, grids were created. According to the results of the experiment, the area of the research could be understood. There were climatic factors, temperature, rainfall, wind and mist changing often. There was a vast influence in the agricultural field and as well as animals, plants and trees, water resources and in the ways of economic systems human beings and the health.

Keywords: *Climate Changes, Non Specific Parameter, Climatic Factors*

A STUDY ON THE TEMPORAL CHANGES OF GREEN SPACE WHICH CAUSED URBAN HEAT

(With Special Reference to Colombo City Area)

K. Kapithira^{1*}, K.P.L.N. Patabandi¹ and P. Nawarathna²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Urban Development Authority, Battaramulla*

The Colombo city area is one of the rapidly urbanizing regions in South Asia. One of the major impacts associated with unplanned rapid urban growth is the decrease of urban green space, which is often replaced with impervious surface such as buildings, parking lots, roads & pavements. The goal of the research is to investigate the changes of green space which caused urban heat due to urbanization induced land use and cover changes in Colombo, Sri Jayawardenapura Kotte & Thimbirigasyaya DSD in Colombo district, from 1995 to 2016. This study depends on the data from Satellite images, calculation of NDVI, NDWI, NDBI and LST, SWOT analysis, temperature data & extents of vegetation cover. Furthermore, interviews, discussions with reside people and officers of Urban Development Authority and observations were used. The research found the temporal changes of green space which caused increase of urban green space & urban heat mitigation strategies. In addition, it also identified the environmental critical areas based on LST and NDVI, NDBI and NDWI maps created by using ArcGIS 10.3. Most of the environmentally critical areas are located in the Central Business District, near the harbor, across the costal belt, and along the main transportation network. This study recommends those identified environmentally critical areas to be considered in the future for urban planning and landscape development of the city. Those areas should be prioritized when considering urban heat mitigation strategies, such as increasing the amount of vegetation, phasing out dark roofs for cool & green roofs, and pavements with cool pavement materials. In addition, green infrastructure projects, citywide policies should be leveraged to systematically mitigate urban green space and urban heat.

Keywords: *Land Surface temperature (LST), Normalized Different Build-up Index (NDBI), Normalized Different Water Index (NDWI), Normalized Different Vegetation Index (NDVI), SWOT analysis.*

SOCIO-ECONOMIC IMPACT OF HUMAN ELEPHANT CONFLICT IN THIRUKKOVIL DS DIVISION

N. Niraj^{1*}, W.D.K.V. Nandasena² and N. Thayanantham²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Disaster Management Unit, Divisional Secretariat of Thirukkivil*

Human elephant conflict is a growing problem in Sri Lanka. This conflict as we see it today is the entry of elephants into human settlements; causing destruction to their agricultural lands, properties and putting human lives at risk. It affects the socio economic condition of people. From 2013 to 2017, the human- elephant conflict caused most of the socio- economic issues in Thirukkivil DS division. The main objective of this study was to analyze the socio- economic impact on the human- elephant conflict in Thirukkivil DS division and to identify where the human- elephant conflict is severe and hence, to identify the best mitigation methods as the sub objective. Both primary and secondary data were used. People of the affected area and 6 government officers were interviewed and observations were used to collect data. SWOT analysis was used for data analysis and MS Excel 2010 was used for data presentation. 7GN divisions out of the 22GN divisions in Thirukkivil are affected by human elephant conflict. Sagamam and Kanchikudicharu GN divisions are in moderate risk and Thankavelayuthapuram is identified as a high risk area. 75% of the elephant's attacks are occurring at night and the major impact occurs from December to February. From 2013 to 2017, total estimation of the cost of crop damages are Rs.22, 40,000 and property damages are Rs.11, 45,000. However, 7 human deaths and 6 human injuries have taken place in this area. These conditions affect the lifestyles of people and create many socio economic problems such as health, education, income, accommodation, poverty and loan problems. This study suggests the development of the livelihood of people, human elephant conflict mitigation methods and people and elephant conservation activities.

Keywords: *Human-Elephant Conflict, Mitigation, Risk Area, Socio-Economic Impact, SWOT*

**IDENTIFICATION OF THE TEMPORAL PROPENSITY OF
THE ABANDONMENT OF PADDY LANDS AND
SOCIO-ECONOMIC REASONS BEHIND IT**

(With Special Reference to Holuwagoda GN Division)

M.K.S. Chandima^{1*}, E.M.T.K. Senevirathne¹ and H.M. Chandrasena²

¹*Department of Geography and Environmental Management,*

Sabaragamuwa university of Sri Lanka

²*District Land use planning office, Galle*

It is clear that our country has been sustained by the agricultural economy in the past. But the present land used for paddy cultivation in Sri Lanka has been subjected to various variations. Out of these, fallowing the paddy cultivated land can be clearly identified. This Study attempted to identify the factors affected to temporal abandonment of paddy fields and social and economic factors behind it. The Holuwagoda GN division in the Galle District was selected as the study area. Identifying the physical fitness of the existing paddy lands, changes in land use patterns, fallow lands, reasons for fallowing and determining the actions that can be taken to prepare the fallow lands for cultivations are the objectives of this study. Primary data were obtained through the participation of rural approach, interviews and field observations. The secondary data was analyzed by Carl Pearson's Coefficient of Correlation and by the time sequence analysis. Software like Arc GIS 10.3, QGIS 2.10.1, and IBM SPSS 21 also have been used. By the end of the 2017/18 Maha season, more than $\frac{3}{4}$ from about 83 acres of paddy cultivating land in Holuwagoda GN area has been lie fallow. The reason for the fallowing of the paddy lands are marshy lands, high salinity and the frequent floods. Further, paddy lands have fallowed due to expensive labor, obsolescence of old paddy varieties and cultivate methods, and various social constraints. As solutions for these problems it is proposed to introduce a pumping system to minimize floods, giving advices or medicines for diseases such as rat fever and referring to cultivate other crops. Further, as suggestions to the government, it is proposed to formulate state policies, promoting mechanization and encouraging obtaining international level knowledge can be recommended.

Keywords: *Abandonment, Land Use Patterns, Marshy Lands, Salinity*

**IDENTIFICATION OF THE SPATIAL DISTRIBUTION OF
COMMON POTENTIALS FOR THE INVESTORS
ATTRACTION IN AN URBAN AREA**

(Special Reference to Homagama DS Division)

E.M.P.I. Ekanayaka^{1*} and H.M.P. Herath¹

*¹Department of Geography & Environmental Management, Sabaragamuwa
University of Sri Lanka*

The main role of systematic urban planning is essential to mitigate adverse impacts of urbanization. Such development needs to be done in potential urban areas with suitable potential in sustainable manner. However, all the developments that have been undertaken are made possible by the needs of the urban planners. Therefore, the main objective of this study was to identify the inherent factors that are likely to attract investment and study the extent of potential areas for development projects around Homagama Divisional Sectorial Area. Under the primary data collection method, interview method and observation method were utilized. Under secondary data collecting method, institutional reports and photographs of the Urban Development Authority were collected. Comparative and Multi-Criteria Analysis methods were used for the analysis and all the analytics were carried out using Arc GIS 10.5 software. According to this analysis, it was possible to detect the spatial distribution of the potential area. The areas of Homagama, Pitipana, Kiriberiyakele, Mawathagama and Prasannapura Grama Niladhari divisions were analyzed as an urban area for the urban development purposes as well as a potential attractive investment according to the important factors such as population, land use, legal barriers, infrastructures, resource availability, land value, risk sensitivity and profits that are affecting the expansion of the potential area for urban development. Similarly, Mattegoda, Mambulgoda, Kiriwaththuduwa, Deepangoda, Niyandhagala, Magamma, Diyagama and Kirigampamuwa are also suitable for the development projects. Accordingly, in urban development, all projects that are planned by the urban planners should not be pursued in different ways, but should be utilized for the development of suitable potential areas so that the regional and national development could be gained and win the attractiveness of urban investment.

Keywords: *Attractive Factor, Investment Attraction, Planning, Suitable Potential*

A STUDY OF THE IMPACT OF FLOOD ON EDUCATION

(From Selected Schools in Athuraliya DS Division)

W.K. Gihari^{1*}, E.M.T.K Senevirathna¹ and M.A.K. Kusumlatha²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*MR/Thalahagama Kanitu Viduhala.*

At present the flood which we know as a natural disaster has become a great threat to economic, social and environmental sectors of many districts in Sri Lanka and mostly it has become a great harm for education, but the attention for this matter is not enough at all. All the responsible people should pay their serious attention to this field. This study paid a special attention to find out the impact of flood on different educational fields in order to find solutions for the mostly suffered three schools in the study area. The primary data was gathered using a questionnaire survey and interview methods while institutional data, school records, magazines and internet were used as the sources to gather secondary data. Collected data were analyzed through a SWOT analysis, Disaster Management Cycle and the results were presented using graphs and maps. The study could realize that, some schools were entirely under water and the buildings have got seriously damaged. Although the flood did not reach some schools, the teachers and students had to suffer much. In some schools, buildings and shelters of students got damaged owing to earth slips as a result of heavy rain. Furthermore, teachers and the students were not able to go to schools because of overflowing of even the swallow water ways in the area and it had led to a series of problems such as inability to take part in term tests, government exams, inability to cover the term plans and arising the number of problems when practicing the students for various competitions. For this a few suggestions can be presented. Suitable places should be selected for schools, overhead bridges for low lands and systematically maintaining drainage systems should be constructed. Nilwala Project should be maintained well and awareness and training programs should be organized for students and teachers and should not be limited to schools. Finally, well-organized communication should be conducted to minimize the risk of the flood.

Keywords: *Disaster Management Cycle, Education, Flood*

**STUDYING THE COMMUNITY WATER PROJECT BY
DEHIOWITA, MADOLA SAMAGI COMMUNITY BASED
ORGANIZATION**

P.G.R.R.S. Kumari^{1*} and K.P.L. Patabendi¹

*¹Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Madola Community Based Organization initiated this Madola community water project in 2003. This project has been implemented with the view of providing clean drinking water to the rest of the people as a solution to the severe water shortage in the area. The main objective of this project is to study the appropriateness of the Madola community water project. Primary data and secondary data are used. The questionnaire was used to obtain the primary data. Accordingly, in a simple random sample 50 people were sent out to the family unit Madola Grama Niladhari Division which belongs to the study area. An inspection was carried out in the area of the water project, area water source and water storage tanks. In order to identify the suitability of the project, quantitative analysis was conducted using charts, round graphs and tables, and a quality analysis was conducted using SWOT analysis using observational data. By analyzing the data, the water supply is sufficient to ensure that the water is well maintained and adequate water is provided for future use. SWOT analyzing revealed the weaknesses and threats in the project and that the strengths and opportunities were higher in this project. Similarly, the data obtained from the analysis revealed that the water that is received in this project was of good quality and that it was very expensive to consume. This development project has also been taken place in the area. Therefore, this community water project can be identified as a very suitable one. In the future, special attention should be paid to raise the number of families provided with water to expand this project and increase water capacity.

Keywords: *Community Water Project, Suitability, Water Sources*

**ANALYSIS OF STATUS AND IMPACT OF FOREST
ENCROACHMENT IN VAVUNIYA DS DIVISION,
VAVUNIYA**

M. Surenthini^{1*}, E.M.T.K. Senaviratne¹ and S.H.K. Sathichandra²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Central Environmental Authority, Vavuniya.*

Forests are one of the most valuable eco-systems in the world. Encroachment is the clearing of the land of forest or trees. In recent years forest encroachment has risen to dangerous levels in Sri Lanka. This study attempts to identify the risky areas with forest encroachment in Vavuniya DS division in Vavuniya District by using GIS techniques, and field surveys. Objectives of the study were, identifying highly affected Forest cover through the encroachment activities in the selected areas during the period of 2004 – 2017. The reasons for the forest encroachment are the rise of environmental social and economic impacts, and how to mitigate the forest encroachment in Vavuniya DS division. Both primary and secondary data were used. The data has been collected from the relevant organizations and data was analyzed using SWOT analysis and MS Excel 2010 to data presentation. The result shows that the Poovarasankulam GN division as the area with a high risk of encroachment and other GN Divisions including Maamadu, Katkulam, Rasenthirankulam, Nedunkeny, Omanthai, Asikulam and Mahilankulam had too have faced this problem. Reasons for this massive encroachment were the use of forest resource for fuel wood, rehabilitation projects, forest fires, agriculture, population density, and quarries and mining within the forest areas. Disseminating sufficient knowledge among people and the government officers regarding the adverse effect of forest encroaching, follow a strike of forest law and orders, reforestation, introducing short term plants were the suggestion made to minimize the problem. Outputs of this research are very important to mitigate the future risks of extinctions and undertake to protect intact forests covers in the study area.

Keywords: *Environmental Impact, Forests encroachment, Mitigate, Reforestation, SWOT*

IDENTIFICATION OF THREATS AND CHALLENGES OF THE COCONUT CULTIVATION

R.M.A.M. Rasnayaka^{1*} and K.P.L.N. Patabandi²

¹*Department of Geography & Environmental Management, Sabaragamuwa
University of Sri Lanka*

Coconut (*cocosnucifera*) is a major, economically important food crop which gives more benefits to fulfill the requirements of people in Sri Lanka. This study is aimed at identifying the existing threats and challenges to coconut cultivation, to examine minimization methods which are used by the cultivators, to identify reasons for those threats and challenges, and to examine the social impact. The study is focused on two GN divisions in Maspotha DS division in Kurunegala district. A sample of 100 villagers was selected using the simple random sampling. A field observation, questionnaire survey and an interview were used as the primary data collection methods, while documents of related institutes, journal articles, and websites were used as secondary data collection methods. SWOT analysis and map digitizing in GIS were used in this study as data analysis methods. The findings show that many threats and challenges to the coconut cultivation are identified within the study area such as pests and diseases, drought's effect, blocking out and selling coconut cultivated lands, reduction of the contribution of relevant institutes and other problems. They have had a negative impact on the coconut production causing a decline and the total land extent under coconut due to losing palms and trees. Out of them the most severe threat which caused declining of the land was blocking out and selling lands, while pests and diseases and other problems were affected in little amount. People have not used any proper method to minimize those effects and it has caused to decline the propagation of lands under coconut. Hence, there is a possibility to develop the coconut cultivation through identifying the reasons for threats and challenges and introducing alternative solutions for them.

Keywords: *Coconut, Threats and Challenges, SWOT Analysis, GIS*

**URBAN DEVELOPMENT BY ENHANCING THE
EFFICIENCY OF THE REVENUE MANAGEMENT SYSTEM
IN SRI LANKA**

(With Special Reference to Vavuniya Urban Council)

M. Thinooja¹, H.M.P. Herath¹, and I. Thayaparan²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Planning Unit, Urban Council Vavuniya.*

The efficiency of Revenue Management System refers to the income of government at any level. Revenue is critical as it determines largely how much money will be available for spending. Local governments differ in the extent to which they can raise sufficient funding within the local government area for the services for which they are responsible. Therefore, local governments receive a smaller or the larger part of their funding from revenue management raised at their territory level. Furthermore, the ways in which revenue is raised have implications for urban development activities in order to enhance the usage of valuable land. There is an urgent need to study Urban Development by Enhancing the Efficiency of Revenue Management System in the Urban Council Vavuniya. The prime objective of this study is to evaluate the Revenue Generation of the Urban Council from the last two years and to identify the restructure of the existing land uses and regional linkages through expansion of functioning activities. The urban development changes of Vavuniya urban areas were analyzed using the Geographical Information System and land use satellite images through the techniques. Observation and interviews were utilized under primary data collection method. Essential reports related to revenue data were obtained from Vavuniya UC, UDA, and District Secretariat office under secondary data collection method. Finally, SWOT analysis was done. According to the study, unplanned urbanization process has affected the actual urban development of Vavuniya. Proper Revenue management systems will be helpful to the sustainable development. Consequences of the study could help city planners and policymakers to attain and sustain the future urban development of Vavuniya.

Keywords: *Local Government, Revenue Management and Generation, Enhancing and Efficiency, Urban Development, SWOT*

A STUDY ON THE ENVIRONMENTAL EFFECT OF THE CENTRAL HIGHWAY SYSTEM

R.A.P.M. Wijewardana^{1*}, K.B.P.C.A. Wijerathne¹ and D. Rajapaksha¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Central Environmental Authority, Kurunegala*

The Highway System which has been effectively maintained for several eras of civilization has by now come to a highly developed status. The Highway network of Sri Lanka can best be described as its closest level. The construction work of Central Highway began last year. Its construction work will be done in several stages and the construction of the third stage is being done in Kurunegala, Pothuhera, and Polgahawela areas. The main objective of this research is to find out if the construction of this highway will have an adverse impact on the environment. To find this, both primary and secondary data were used and the primary data were obtained by distributing a questionnaire. Further, interviews were also used in this regard. Books and Internet were used as secondary data. In obtaining primary data, a sample of people in an affected area was used under Random sample system. These data were taken by giving a set of questions. Secondary data were gathered by referring to the information taken from books, internet and institutions like Central Environmental Authority and Road Development Authority. They were properly processed by the use of SPCC and Excel software. Data analysis was done using the qualitative and quantities systems. The co-relative co-efficient of Karl Pierson was used for qualitative analysis. This system was made use of in order to find out whether there is a relationship between the two. According to that result it was revealed that there is a connection. The “Arc GIS 10:3” software at digitizing system was utilized to find out primary data. According to the result, it has been found out that the building of this highway will result a harmful effect on the environment and also there is a change in the use of lands in relation to the previous years. There will be a negative impact on the people because of this, so attention should be paid to minimize environmental hazards in the expansion of settling people.

Keywords: *Central High Way Road, Road System, Environmental Effect, Modern Trends*

**SOCIAL AND ENVIRONMENTAL IMPACTS OF RIVER
SAND MINING IN MAHIYANGANAYA DIVISIONAL
SECRETARIAT AREA**

S. Navaneetharas^{1*}, W.D.K.V. Nandasena¹ and M.A.C. Najeeef²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Central Environmental Authority, Provincial Office, Badulla.*

Sand is one of the minerals extracted from the various natural patterns such as river, marine, and land for the construction of building, bridges, brick making, and other infrastructure developments all over Sri Lanka. During the last ten years, the river sand mining was rapidly increased in Mahiyanganaya Divisional Secretariat division especially with regard to Mahaweli River and MaduruOya River. This industry created several social and environmental impacts. The objectives of this study were; to evaluate social and environmental impacts in Mahiyanganaya DS division, identify rivers that are using for mining, to investigate reasons behind the growth of sand mining and identify the mitigation methods. In order to achieve the above-mentioned objectives, both primary and secondary data collection methods such as interview and field observations were used. Time series using Minitab 18.1, Digitizing and Geometric calculation with Arc GIS 10.3 and MS Excel 2013 were used for data analysis. The 18 out of 35 GN Divisions in Mahiyanganaya are involved in sand mining. 96% of sand mining sites are based on Mahaweli River because of the high demand for sand in Mahaweli River throughout the country. The mining industry has recorded 56% of the total industry of Mahiyangaya due to economic purpose. Sand excavation has created many social and environmental problems. From 2012 to 2017 forest cover of Habarawa GN division was decreased by 25.9%, acres of paddy lands were decreased by 50% from 2016 to 2017. There are 829 sand mining sites in Mahiyanganaya, where 2487 numbers of Lorries are used for transporting sand every day which causes 15 accidents per year and air pollution and water pollution has arisen. This study has analyzed mitigation methods like enforcing laws, suitable transportation and suggest sand mine owners be responsible for protecting the environment of sand mining places.

Keywords: *Sand Mining, Time Series, Mitigation, Social and Environmental Impact*

A QUANTITATIVE ANALYSIS OF THE IMPACT OF URBAN GROWTH ON VEGETATION COVER IN EMBILIPITIYA TOWN USING GIS AND RS TECHNIQUES

W.S. Kumari^{1*} and R.J.M. Uduporuwa¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

At present in developing countries, instinctive and uncontrolled urban growth has become a reason for many environmental problems. This paper attempts to examine the impact of urban growth on vegetation cover in Embilipitiya town in Sri Lanka by employing GIS and RS techniques. Measuring the built-up area expansion, detecting changes in natural vegetation cover, and identifying how the correlation between urban growth and vegetation cover has changed over time are the objectives of this paper. The paper uses Urban Index (UI), Normalized Difference Vegetation Index (NDVI) and linear regression technique to achieve the above objectives. Depending on the data availability Landsat satellite images in 1995, 2009 and 2016 with moderate resolution were obtained from USGS server. Image processing and related mapping were done using Arc GIS 10.3 software. Microsoft Excel 2010 was used to perform regression analysis. Results revealed that during the corresponding period built up area (UI) of the town has expanded from 30 percent in 1995 to 48 percent in 2016. High vegetation category in NDVI has declined from 42 percent in 1995 to 35 percent in 2016 while very high vegetation category has declined from 39 percent in 1995 to 30 percent in 2016. Correlation analysis during the corresponding period clearly shows that a crucial negative correlation is present between UI and NDVI. Correlation coefficient has gradually increased in 1995 from -0.68 to -0.85 in 2016. This indicates the town is losing its greenery due to its physical expansion. If necessary, actions are not taken to control the continuous loss of vegetation cover, many environmental problems will arise in near future and town will be an uncomfortable place for living and working. Therefore, this study strongly recommends taking necessary actions to control the problem of declining green areas in the town.

Keywords: *Embilipitiya Town, Satellite Images, UI, NDVI, Linear Regression Model*

**A STUDY OF THE IMPACT OF UNAUTHORIZED
CONSTRUCTION ON THE RESERVED AREAS
(With Special Reference to Moratuwa Municipality)**

N. Lakmali^{1*} and K.P.L. N. Patabandi¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Moratuwa Municipal Council is consisting of a number of illegal constructions such as Roods, Coast, Streams, Bolgoda River, and Lunawa lagoon Reserves. This study aims to identify the impact to these reserve areas. The primary data collection methods and secondary data collection methods were used in this study purposively. An interview and an observation were used to collect primary data while books, journal articles, magazines and newspaper articles were used to collect secondary data. Government institutes were also used as secondary data sources. Arc GIS and SWOT analysis were used to analyze data. This study could identify the strengths, weaknesses, opportunities and threats which are related to these impacts and there could be seen a reduction in pollution surrounding reserve areas and there were social and economic impacts as well. According to that, all reserve areas in the study area are terminating gradually. Not only the reserve areas but also the other natural eco-systems were also affected due to illegal constructions such as dried up watershed areas, elimination streams, clearance of vegetation cover, changes of micro-climatic conditions and etc. Hence, strengthening the existing rules and regulations, punishing people those who are engaged in illegal constructions, resettling people who are living in these reserve areas, eliminating political interference to the reserve areas can be recommended to protect these reserve areas.

Keywords: *Eco-Systems, Illegal Constructions, Pollution, Reserves, Watershed*

IDENTIFICATION OF ECOTOURISM POTENTIALITY OF POMPAKALE FOREST RESERVOIR IN RATHNAPURA

H.M.Y.C. Wanninayake^{1*} and H.M.P. Herath¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Ecotourism is a present tendency with the concept of sustainability. Sri Lanka is listed as one of the world's biodiversity hotspots possessing a natural advantage that can be utilized for the development of forest based ecotourism. Rathnapura is highly attracted to local and foreign tourists. Recent researchers have identified ecotourism triangle within the country and Rathnapura has become a part of it. The main objective of this study is to identify the ecotourism potential of Pompakele forest reserve in Rathnapura. For this study, primary and secondary data were mainly used. The primary data were collected using questionnaire survey (n=100) s, focus group discussions, key-informant interviews, discussions with field experts, and field observations. The secondary data were collected through documents and records of Rathnapura municipal council and Forest Department of Sri Lanka. Then, the collected data were analyzed using SPSS software and SWOT analysis. GIS map digitizing was also used as an analysis method in this study. The results detected that majority of tourists (64%) had selected Urban park as their first desire within the available tourism criteria and minority of tourists (7%) had selected Swimming pool as their first desire. Conservation and management procedures of Pompakle forest reserve is in a low level when compared to the Udawattekele forest reserve. Biodiversity degradation is increasing because of the interaction of community. It also caused to decrease the existing forest extent. Hence, the authority should take necessary actions to minimize this problematic situation and develop the forest as attractive tourism sites.

Keywords: *Ecotourism, Potentiality, Forest Reserve, Tourist*

A STUDY OF THE ENVIRONMENTAL AND ECONOMIC IMPACTS OF DEDURU OYA RESERVOIR PROJECT

(With Special Reference to Malagane Area)

W.A.D.K. Weerasinghe^{1*}, K.B.P.C.A. Wijerathne¹ and D.T. Rajapaksha²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*Central Environmental Authority, Kurunegala*

Deduruoya reservoir project was launched in the North Western Province of Sri Lanka. Though this is a vast irrigation project that benefits a large population, there is a group of people who face its ill effects. Therefore, the main objective of this research was to evaluate the success and failures of the project. Malagane area which belongs to the Wariyapola local Authority, and Ipalawa Grama Niladari division were selected as the study area of the research. Data were collected using primary and secondary data collecting methods. A questionnaire survey was distributed among randomly selected 50 families in the selected area, and structured interviews were conducted to gather data from officers in central environmental Authority and irrigation department in Kurunegala district. Secondary data were gathered through Magazines, Books, Newspaper articles, and internet. Both Qualitative and Quantitative data analysis techniques were used to analyze data. As statistical analyzing method the study used Carl Pearson's correlation analysis and digitizing; a popular qualitative analysis technique available in ARC GIS 10.3 software was used to identify the changes in land use from 2002-2018. From the collected results, the study came up with following conclusions; there are some highlighted social and economic benefits from Daruruoya project to its community, while the surrounding environment receives all the bad influences of it. Losing the natural forest cover, lower precipitation and increased temperature were the major issues arisen after the project. To enhance the better influences of the project by minimizing its failures, the study made some suggestions such as implementing suitable environmental management planning activities, providing compensation for damages, etc. Overall, as the project was able to overcome drinking water problem and cultivation problems in dry seasons, it is not wrong to acknowledge it as a successful project.

Keywords: *DeduruOya Reservoir Project, Environmental Impact, Economic Impact, Irrigation*

THE CONVERSION OF AGRICULTURAL LANDS IN HOMAGAMA DS DIVISION (1981-2016)

H.N.S.D.S. Wijayathilaka^{1*}, K.V.D. Edirisooriya¹ and W.M.M. Priyanthi²
¹*Department of Geography & Environmental Management, Sabaragamuwa*

University of Sri Lanka

²*Institutional Supervisor, Land Use Policy Planning Department*

Land use is seen as one of the most unremitting phenomenon, upon which all human activities are based. “Land conversion” and “land use change” is considered as most controversial topics subject to constant change, on which academics state different ideas. Significant urbanization is observed during recent decades, and it is alarmingly high in developing countries. Homagama is a transitional zone located in urban fringe which is an area known for recent population and functional expansion. Prime objective of this study is to identify and analyze conversion of agricultural lands within Homagama during 1981-2016, in order to investigate agricultural land loss dynamics and to critically review its influences. Based upon findings, levels and trends of conversion were examined to develop an information base for assisting enhanced spatial planning. Primary data and key information were gathered by discussions with Officers in LUPPD and UDA. Interviewing GN officers and villagers helped gather much of vital information. Secondary data was obtained by digitizing scanned images of 1981(1:50,000) CRS Map, 2000(1:10,000) ABMP Map and 2016(1:10,000) LU Map using version 10.5 of ArcGIS. Insights on agricultural land conversion were identified by comparison of disparity. Accordingly, a total conversion of 3,653Ha land extent was identified from full span of 11,980Ha. Major agricultural categories, namely coconut and rubber have paid-off by extents amounting 3,392.57Ha, which is 92.8% of total land converted, while paddy and seasonal crops have endured same to a sensible extent. Significant conversion identified from each category to home gardens attests an increasing trend towards residential land use claiming 2,955.5Ha which is 80% of total land converted. Besides, a significant conversion from agricultural sector into urban usage was identified due to industrialization and recent infrastructure development projects. Measures and adequate policies are necessary to control and to ensure a rational and productive process of land conversion.

Keywords: *Conversion, Land Use, Agricultural, Digitize, Urbanization*

STORM WATER MANAGEMENT IN KADUWELA MUNICIPAL COUNCIL AREA

D.M.D.D. Dissanayaka^{1*}, R. J. M. Uduporuwa¹ and P. Nawarathna²

¹*Department of Geography and Environmental Management,*

Sabaragamuwa University of Sri Lanka

²*Urban Development Authority, Sri Lanka*

Storm water management is a scientific method of flash flood control. This paper attempts to examine the storm water management in Kaduwela Municipal Council area which is subjected to flood with annual precipitation because of impervious lands. The objectives of this paper are to calculate the runoff rate of the study area, determining the capacity of required drainage system based on runoff rate and suggest a storm water management plan. Secondary data from Urban Development Authority were used to achieve these objectives. Manning formula and rational formula were employed as analytical techniques and Arc GIS 10.3, TCX Converter and MS Excel Software were used for data analysis. Five catchment areas were identified in Kaduwela Municipal Council as high density, moderate density; low density, green areas and water areas based on the existing land use pattern in the area and calculated the surface runoff of these areas. Required canal dimensions were determined based on runoff rates for managing the storm water runoff without causing any overflowing and inundation. Depth and width of the main canal is 4 meter, 7 meters because maximum rate of surface runoff of the main canal is 498.6m³. The required extent of main canal's reservation is 10 meters. The secondary canal dimension is 2 meters and 4 meters because maximum rate of runoff of secondary canal is 112.2m³. The required extent of secondary canal's reservation is 10 meters. Depth and width of the minor canal dimension are 1.5 meters, 2 meters and the required extent of minor canal reservation is 5 meters since runoff rate of minor canal is 13.0m³. The study also revealed that the runoff rate is excessive in the high-density area and Identified the storm water runoff generation rate is matched with the water discharged capacity of the existing tributaries. This study is very useful for improving water-table, to mitigate erosion, ecological impact and human impact in the study area. Proper guidelines for developers and plan approval procedures are needed to mitigate storm water drainage problem in this area.

Keywords: *Kaduwela Municipal Council Area, Storm Water Management, Flash Flood, Drainage System, Precipitation*

AN ANALYSIS OF THE IMPACT OF FLOOD CAUSED BY IMPROPER LAND USAGE IN KURUWITA DS DIVISION

I.R.L.M. Ranawaka^{1*} and H.M.P. Hearth¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

Human activities are increasingly becoming a factor contributing to 'disasters' that occurs worldwide. Flood is a disaster which is more vulnerable and causes more losses than any other disaster in Sri Lanka. This might be challenged in the future. Because of this, the Sri Lankan government takes many steps in each and every district which are affected by flood in order to defend and to reduce the losses caused by flood. Based on this, Kuruwita is a region affected by flood. These floods were unique as they were caused mainly due to the heavy precipitation and improper land usage in the region. It resulted in numerous losses. Many measures were taken to reduce this situation. Further, the reasons for this are also being examined by the government. A small attempt has been carried out through this research to attain the aforementioned purpose. The research mainly focuses on how this region is subjected to flood due to the improper land usage. Further, it has been examined under certain subtopics such as the way land usage influenced flood in this region, the areas most affected by flood, the flood prevention methods followed by the people, the drainage system of this region, issues taking place in this region regarding land use, the problem faced by these regional people during flood disastrous period, the activities undertaken by the division during these problems, and the suggestions and conclusions for this problem, etc. The research mainly focuses on the problems of flood which is caused by improper usage of land.

Keywords: *Flood, Land Use, Land Utilization, Land Lose, Prevention*

**A STUDY ON THE MANAGEMENT PRACTICES OF LAND
USAGE IN LANDSLIDE VULNERABLE AREAS OF
KALUTARA DISTRICT**

H.C. Thulani^{1*} and K.V.D. Edirsooriya¹

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

This study intends to identify and evaluate the management of prospective landslide areas in four Grama Niladhari Divisions at Bulathsinhala Divisional Secretariat in Kalutara District. The study focuses on attaining the following objectives: identifying the most suitable land usage techniques and strategies. The primary and secondary data were employed to attain the objectives of the study. Secondary data were collected through Web Sites, Newspapers, articles, and photos. Primary data collected through questionnaire, observations, and discussions. Microsoft Excel 2008, Arc GIS 10.3 were used for digitizing, data analysis and interpretation. Rubber product is the main cultivation in all four areas and which has become the main reason behind landslide. This is because of slope and structure of the basic land is highly damaged due to rubber plantations. Additionally, stone cutting stations and home garden techniques in these areas also directly affected by this landslide risk. This research identified and concluded that the main reasons behind the increasing rate of landslides in Bulathsinhala Divisional Secretariat are land usage, a variety of land layers and drainage systems. Inform and educate villagers to investigate the area and use formal techniques when planting the rubber plant as the cultivation, stop or control stone cutting centers, minimize or prohibit soil cuttings in sliding areas and finally introduce new ways and techniques for the effective utilization of lands for villagers are some of techniques that are proposed through my report.

Keywords: *Land Slide, Land Use, Rubber Cultivation*

**A STUDY OF THE ENVIRONMENTAL IMPACTS OF OVER
CONSUMPTION OF MINERAL EXTRACTION IN
VAVUNIYA DISTRICT**

**(With Special Reference to Vengalachessikulam Divisional
Secretariat)**

S. Deepika^{1*}, K.P.L.N. Patabandi¹ and N.D. Nayakaratne²

¹*Department of Geography and Environmental Management,
Sabaragamuwa University of Sri Lanka*

²*District Secretariat Vavuniya*

Sri Lanka consists of a variety of minerals & rocks. These features are economically valuable for the country. Mineral resources are used for economic development. Environmental impacts occur in Sri Lanka due to overconsumption of mineral extraction. The major objective of this study was to identify environmental impacts of overconsumption of mineral extraction activities in Vengalacheddikulam. This objective was achieved by examining specific activities by employing the method of spatial period of time. This enabled the researcher to identify how overconsumption of mineral extraction impacts the environment. GIS data were gathered to identify spatial variations of land usage due to extracting activities in the study area from Survey Department of Sri Lanka. Primary data were collected through interviews and field observation. Key data of this study were analyzed using the simple random sampling and map content analysis method. The findings of the study suggested that there were 12 aggregate extracting sites in Vengalacheddikulam divisional secretariat division which was affected by overconsumption of mineral extraction. Environmental impacts arise with extracting activities in Vengalacheddikulam DSD. 34%, 15%, 19%, 22% and 10% environmental impacts such as deforestation, air pollution, damage to soil layer, underground water, and sound pollution were identified respectively, which were damaged due to the application of machines for extracting activities. Variations of environmental impacts were identified from Arc map 2003 and 2018. The research mainly focused on the problem of environmental impacts which is caused by overconsumption mineral extraction.

Keywords: *Mineral, Environmental, Extraction, GIS, Pollution*

A STUDY OF THE CONTRIBUTION OF SMALL TOWNS TOWARDS REGIONAL DEVELOPMENT IN SRI LANKA

(With Special Reference to Kekirawa Town)

S. Nasrin^{1*} and M. Uduporuwa¹

¹*Department of Geography and environmental management,
Sabaragamuwa University of Sri Lanka*

Small towns play a key role in regional development through different types of rural-urban linkages. They have been identified by research as centers that can stimulate agricultural modernization and rural industrialization. This paper attempts to explore the relationship between Kekirawa town, which is one of the small towns in Anuradhapura District, and its surrounding rural area. This study was conducted in two GramaNiladari Divisions in Kekirawa town, where 100 questionnaires were distributed to gather primary data. In addition, primary data were collected by conducting interviews and observations. Secondary data were collected from some relevant authorities. Data were analyzed using SPSS 17.0, Microsoft Excel 2007 and Arc GIS 10.3. Software. Percentage distribution technique was employed in this process. Findings of the study reveal that the Kekirawa town and their hinterlands are well linked through different types of linkages such as physical linkages, consumption linkages, social linkages, and communication linkages. 67 percent of people in surrounding area are linked with kekirawa town for purchasing goods and services. Based on the sample survey two types of market habits were identified in the town. 51 percent of respondents buy their goods from a periodic market (*Pola*) while 49 percent of them buy their lower and middle order goods from daily markets in the town. Majority of respondents get their services such as health, education, administrative and financial services from the Kekirawa town. Over 55 percent of people in the sample are satisfied with the functions provided by the town. Accordingly, Functional diversity of the town such as markets and shops, health services, education services banking services and communication services contribute to regional development. These findings are useful for the future planning of the town development.

Keywords: *Small Towns, Kekirawa Town, Regional Development, Rural-Urban Linkages*

GERMAN

**IDENTIFYING THE FACTORS AFFECTING THE
ACCOMMODATION SATISFACTION OF THE GERMAN
CLIENTS AT AITKEN SPENCE TRAVELS**

D. Andradi^{1*}, M. Pathirana¹ and P. Wijesundara²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Aitken Spence Travels*

Customer satisfaction is defined by researchers based on the interaction and the relationship between the customer's pre-purchase expectations and post-purchase evaluation of the products and services they have consumed. The customer satisfaction is an important concept in tourism marketing and the satisfied tourists talk favorably about their experiences with other parties. Further, they revisit and strongly recommend those places and products for others. Hence, accommodation regarding their round tours is very crucial. The purpose of this study is to identify the factors affecting accommodation satisfaction of German clients. With regard to this study, the researcher has analyzed factors with the help of Aitken Spence Travels. Research was conducted in the mode of a survey, consisting of a structured questionnaire. The questionnaire is comprised of demographic and created hypothesis factors. A survey was carried out covering the sample size of 50 (25 tour executives of Aitken Spence Travels, 20 German clients and 05 hotels – Heritance Ahungalla, Hotel Topaz Kandy, Camellia resort and Spa, Ozo Colombo, Heritance Kandalama). The responses of the survey were statistically analyzed with the help of graphs and charts. The hypotheses were tested based on the analysis of the research. The study revealed that there is a significant correlation between accommodation satisfaction of the German clients and the created hypothesis (room category, price, cleanliness, location, security, food and beverages, hotel service, excursions etc). Recommendations have been made to increase accommodation satisfaction of German clients, touch the areas which should be improved to give the maximum to the clients and introduced new facts as well as future directions on the scope.

Keywords: *Customer Accommodation Satisfaction, Aitken Spence Travels, German Clients, Tourism Marketing*

**IDENTIFYING THE ROLE OF GERMAN AS A FOREIGN
LANGUAGE IN THE GERMAN MARKET OF AITKEN
SPENCE TRAVELS**

A.H.M.N.K. Herath^{1*}, M. Pathirana¹ and S. Perera²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Aitken Spence Travels*

This study, based on Aitken Spence Travels investigates the role of German as a foreign language in the German market. In Aitken Spence Travels there are two different German markets, as TUI and Eastern Europe. German Speaking guests visit Sri Lanka through these markets. Providing them a good as well as a satisfied service is the responsibility of all of the staff in the market. As the Staff always move with German Speaking guests, the language used by them is much important. The study found that the company's tour guides are skillful and fluent in German compared to tour executives. German guests are mostly satisfied with the German language usage of Aitken Spence Travels and there are still certain aspects to be developed. The study could also find how German language is used in the operation, while exploring other opportunities, in which German can be applied as a foreign language. Through this study, the students and other parties who expect to learn German as a foreign language can have a clear understanding of their career path after their language education.

Keywords: *Aitken Spence Travels, Tour Executives, Tour Guides, Clients,*

**SHORT LITERARY TEXTS, POEMS AND SHORT STORIES
AS A MEANS OF DEVELOPING READING SKILLS IN
TEACHING GERMAN AS A FOREIGN LANGUAGE IN THE
SCHOOLS OF NORTH WESTERN PROVINCE OF SRI
LANKA**

H.M.S.S. Herath^{1*} and N. Paranavitana¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

This empirical research based investigation regarding the development of the reading skills through reading short literary texts of the German A/L students in North-Western province of Sri Lanka. The aim of this thesis is to investigate the development of the reading skills of the German A/L students by reading assigned literary texts in the syllabus and to identify the difficulties and reasons for the lack of reading skills and furthermore, to arrive with a suitable solution to the problem. The results of the empirical survey conducted in the schools which offer German as a Foreign Language in North-Western province supported to gather the essential and practical based data. This research indicates that the students receive limited guidance and knowledge with regard to the development of reading skills through short literary texts. This further identifies limitedness of the time assigned by the Teachers' Guide and inactive role of the students to be the factors affecting the retrogression of reading. As a solution to the problem, this indicates the necessity to develop a suitable background for the reader before utilizing methods and didactics in teaching. In conclusion this argues that short literary texts are effective to develop reading skills in German, but due to the shortcomings in the areas of learning, teaching and planning of the German A/L Teachers' Guide with regard to the development of reading skills through literary texts, students show retrogression in pronunciation, vocabulary, grammar, reading and understanding. This study offers practical suggestions to improve reading skills through literary texts for all German A/L students and German teachers in schools in Sri Lanka as well as for the German students and teachers in South Asia thus improving the general standards of potential graduates in German language.

Keywords: *Reading German Literature, Teaching German as a Foreign Language, German through Literature*

**CAREER PROSPECTS OF TRANSLATION TO AND FROM
GERMAN AS A SUBJECT IN BACHELOR'S DEGREE IN
SRI LANKA**

T. Marasinghe^{1*} and N. Paranavitana¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Translating a source text into a target language has gained vital importance due to communicational needs of nations around the globe. Hence translation as a discipline has improved the quality and standards of communication as it has developed itself into an academic discipline internationally and locally. An investigation into the future prospects of translation course offered in Bachelor's Degree Programs in Sri Lanka is hence a timely quest. Although there is numerous research on translations, there is a lack of Research on future prospects of Translation Studies in Sri Lankan academic institutions. The aim of this Research is to explore future prospects of translation units and to identify potential career opportunities available for foreign language Translators. An empirical research was conducted to gather primary data. Questionnaires, Interviews, field Visit, Observations and Internet Web sites to investigate and identify the vital factors influencing the potential demands and present situation of translation studies at universities were used in this process. The only Sri Lankan university which conducts Translation courses for German Language Degree Programs is Sabaragamuwa University. Therefore, undergraduates and Graduates of Sabaragamuwa University were selected as samples. Interviews were carried out with lecturers and professional translators in Sri Lanka. This study has identified the lack of knowledge and potentiality of students in a career, related to translation. Similarly, qualifications which are essential to become a translator and their career prospects in Sri Lanka are also widely discussed. The knowledge of a translation unit enhances the students' knowledge language structure and that leads to an acquisition of two cultures.

Keywords: *Translation Unit, Future Prospects, Professional Skills*

STUDENTS' MOTIVATION IN LEARNING GERMAN AS A FOREIGN LANGUAGE IN THE SCHOOLS OF NORTH WESTERN PROVINCE

P.A.K.S. Wijegunawardana^{1*}, N.S.D. Paranavitana¹ and M.M.U.N. Mannapperuma²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Holy Family Balika Maha Vidyalaya, Kurunegala*

In the schools of Sri Lanka, German language has been a subject for G.C.E. Advanced Level Examination since the year of 1970. It has been observed that after the implementation of the Syllabi of Advanced Level in the year of 2008, the interest to learn German has been increased significantly as a subject for A/levels in the schools of North Western Province. As motivation plays an important role in foreign language learning, a study focused on the motivation of learning German as a Foreign Language in the Schools of North Western Province, stands a timely presence. This study reveals the effects of extrinsic and intrinsic motivational factors contributing to select German as a Foreign Language in Sri Lanka with special reference to North Western Province. In the course of learning foreign languages, students with a strong motivation have made achievements while students without have failed. The objective here is to find out whether the motivational factors lead to intrinsic motivation or extrinsic motivation. The factors affecting students' foreign language motivation were identified and evaluated by a questionnaire. The results of the data analysis have revealed that the students are extrinsically motivated to learn German as a Foreign Language. Intrinsically motivated learning trends are to be more valued in learning German as a Foreign Language. This research suggests better ways to improve intrinsic motivation of the students to learn German. To conclude, findings of the study will illustrate the importance of intrinsic motivation for high performance in learning German as a foreign language.

Keywords: *German as a Foreign Language, Learning Motivation, Intrinsic Motivation, Extrinsic Motivation*

**THE IMPORTANCE OF BELIHULOYA AS A NATURE-
LOVERS' PARADISE FOR GERMAN TOURISTS VISITING
SRI LANKA**

C.M.U.E. Chandrasekara^{1*} and N.S.D. Paranavitane¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Tourism is a developing sector of the economy all over the world. Nature Tourism, as a subset of eco-tourism, plays a vital role at present in the tourism industry. Natural attractions are highly publicized and have made an impact on the attention of many tourists visiting overseas. Sri Lanka is a country rich in biodiversity attracting many visitors. In Sri Lanka, Belihuloya has become one of the ideal destinations in the hill country for nature tourism. Hence, many tourists visit Belihuloya for different aims and objectives. The visit of many travelers from Germany to Sri Lanka in last few years motivates a study investigation of the reasons for the arrival of German tourists to this area and why it is important as a nature tourism destination. The empirical research includes questionnaires and interviews as methods of proving the hypothesis. Data were gathered from the selected hotels in Belihuloya area the German tourists tend to visit. This area could be developed as a nature tourism destination in Sri Lanka. Bird watching, butterfly watching, camping, and other adventure activities could be developed by paying more attention to the matter along with the collaboration of Sri Lankan Tourism Authority. The basic infrastructure facilities must be provided by the government. Travel agencies have to promote nature tourism industry within the area. It will be helpful to attract more travelers to Belihuloya.

Keywords: *Tourism, Nature Tourism, Belihuloya, German Tourists*

A STUDY ON THE CUSTOMER SATISFACTION

(With Reference to the Hotel Ayurveda Paradise, Maho)

G.M. Jamalon^{1*}, M. Pathirana¹ and P. Wickramasinghe²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Ayurveda Paradise, Kingdom Road, Yapahuwa, Maho*

In order to be successful in Hotel field, attracting new customers is not enough. The Hotel Management should pay attention for the regular customers as well. When it comes to regular customers the most important point is customer satisfaction. This Research focuses on customer satisfaction of German visitors of Hotel Ayurveda Paradise, Maho in Yapahuwa. The customer satisfaction relies on quality of the service. In this case, customer satisfaction leads to customer loyalty. Main objective of this research is to find whether the customers of Hotel Ayurveda Paradise were satisfied with the service that provided to them. In this effort, certain hypotheses are proposed and tested against the data that had been collected. In terms of the methodology the researcher uses the quantitative method. The questionnaires were used to collect the data from the customers. Other than questionnaires, certain web pages had been used to gather details. The sample for this survey was from the German guests that visited the Hotel Ayurveda Paradise from December 2017 to February 2018 and the total number of the sample is 75 German guests. According to the data that have been collected and analyzed, this work concludes that the German guests of Hotel Ayurveda Paradise are satisfied only with some services and the rest needs to be improved.

Keywords: *Customer Satisfaction, Customer Loyalty, Service Quality, Hotel Industry*

THE BEGINNERS ACQUISITION OF THE CASES OF GERMAN LANGUAGE IN THE SCHOOLS OF NORTH WESTERN PROVINCE

G.R.D.N. Wijethilaka^{1*}, B.A.P.M.L. Pathirana¹ and B.Y.S.S. Sampath²

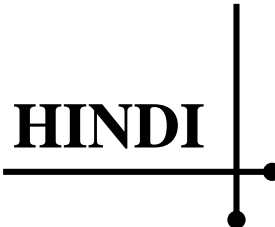
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Sri Rahula National College, Alawwa*

This research deals with the “Cases” in German language. German is a West Germanic language that is mainly spoken in Central Europe. It is the second most widely spoken Germanic language after English. Sinhala is the mother language of the Sinhalese people, who make up the largest ethnic group in Sri Lanka, numbering to about 15 million. The concept of linguistic cases is very important in establishing effective communication. Cases can be categorized in to “Nominative”, “Accusative”, “Dative” and “Genitive”. When students learn the German language, they compare it with their native language, Sinhala. Due to this certain mistakes may occur. It is important to know the similarities and dissimilarities between the cases of these two languages. When carrying out this research, the data was gathered through a questionnaire, books, internet, reports and articles. The students who are doing German in schools were selected to gather information by using questionnaires. As the result of the data analysis, it is evident that most of the students lack understanding and find it difficult to comprehend the cases in the German language. According to the observations the lack of case in their mother tongue and it being in German has become the reason for that. Memorizing the enough practice may lead to proper acquisition of cases. This research will help them to identify the challenges of using cases and they will be able to learn it easily.

Keywords: *German, Sinhala, Cases*

HINDI



A STUDY OF THE ORIGINS AND EXPANSION OF NORTH INDIAN FASHION DRESSES AND JEWELLERY

D.A.A. Dimansi^{1*} and W.M. Seuwandi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

North Indian culture is connected in flexible areas with its cultural development and mainly North Indian culture is presented with their costumes and jewelry. Hindu culture has very rich and varied costumes and accessories. Therefore, they have a different view of fashion which makes its fashion as diverse as the culture and traditions of the country. Historically, North India gave birth to the cultural heritage in Hindu society. The main purpose of this study is to identify North Indian dresses and Jewelry according to their development. In the process of this research, the researcher used both primary and secondary data. Primary data was collected from specialists in this field and from the academic supervisor. Secondary data were gathered from several books, paper articles and from websites. Dresses and jewelry in North India varies depending on different ethnicities, geographical differences, climates and cultural traditions of the people of each region in North India. Male and Female dresses and jewelry have evolved from the purpose of covering the body, to be used for daily wear and for festivals and special occasions. In urban areas, Western clothing is common and uniformly worn by people of all social classes. North India too has a great diversity in terms of weaves, fibers, colours and materials of clothing. Colour codes are followed in dresses and jewelry based on the religion and rituals concerned. The origins of North Indian dresses and jewelry are connected to the era of Indu-Valley civilization and it has expanded to present North Indian States. This research has proven the origins and expansion of North Indian fashion dresses and jewelry for the world attentiveness. In this respect, the conclusion has been made that the different dresses and jewelry codes in North India has been developing day by day.

Keywords: *North India, Culture, Fashion, Dresses, Jewelry*

A STUDY OF THE ATTRACTIVE METHODS TO IMPROVE LISTENING ABILITY OF THE STUDENTS STUDYING HINDI AS A FOREIGN LANGUAGE

E.A.V.N. Edirisinghe^{1*}, W. M. Seuwandi¹ and T.G.N. Nilmini²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Risikala Aesthetic College, Mawilmada, Kandy*

The easiest and the best way of communication among people is “language”. At present most of the people in the world learn different languages. Students of Sri Lanka also learn foreign languages. Hindi is one of them. Students face a lot of difficulties when they study Hindi. The weakness in listening ability is the major problem among them which the researcher has identified through the first – hand experience of teaching in the school. Language learning skills are very important when studying a foreign language like Hindi. Listening ability is the first step of the four skills of learning a language. The main objective of the project report is to study attractive methods to improve the listening ability of the students studying Hindi as a foreign language. Sub-objectives are to make students interested in this language, to help the teachers who teach Hindi in Sri Lanka and to give the knowledge to the students about the importance of pronunciation in Hindi language. The sample of the interest of the research is the students who learn Hindi in Risikala Aesthetic College Kandy. The primary data collection was done by distributing questionnaires and taking interviews from teachers in the schools and pre – schools. The secondary data was collected by various books published related to the listening ability and online sources. It was able to solve the problems regarding the listening ability of the students studying Hindi through different practical exercises, such as dictation, games, dramas and group work. In this respect the conclusion has been made that listening ability of students should be improved with these practical exercises.

Keywords: *Listening Ability, Language Learning Skills, Hindi Language*

**A STUDY OF THE PROBLEMS RELATED TO THE
ADJECTIVES IN HINDI LANGUAGE, FACED BY
STUDENTS WHO STUDY HINDI AS A FOREIGN
LANGUAGE**

L.T.G.H.P. Harischandra^{1*}, B. N. Vithana¹ and K. Kanchanamala²
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*
²*Anula Vidyalaya, Nugegoda*

A language is used by people to exchange their ideas with other people. Therefore, a language is identified as an instrument of communication. There are so many languages used by people in the world. According to the Sri Lankan context, they have learnt Sinhala or Tamil as their mother tongue as well as the second language. Most of the Sri Lankans are interested in learning foreign languages and among them they prefer to study Hindi Language as a foreign Language. Especially, students learn different foreign languages in the schools. Among these languages Hindi language is one of the most popular language. Students, who learn Hindi as a foreign language, face many problems regarding grammar, vocabulary and literature etc. In this study the expectation was to research about the major problems faced by the students relevant to the adjectives. According to the study it was obvious that using adjectives made a major effect on their writing and speaking skills. It is identified that using adjectives is a major problem for the students and a lot of mistakes were done while using adjectives with gender, number, case endings and exceptional cases. Hence, attention was paid to these matters throughout the internship period and expected to find solutions for these problems. The primary data were collected through various grammar exercises and test papers which were given to the students, related to adjectives. Books in Hindi, newspaper articles, videos and online sources were taken as secondary data. This research paper enables how to use adjectives accurately in Hindi language.

Keywords: *Adjectives, Classification of Adjectives, Usage of Adjectives, Formation of Adjective, Using Errors of Adjective*

A STUDY OF THE TRANSLATION METHODS USED BY A MAJORITY OF THE STUDENTS WHO STUDY HINDI FOR ADVANCED LEVEL EXAMINATION AS A FOREIGN LANGUAGE

W.M.S.M. Warnasooriya^{1*}, B. N. Vithana¹ and D.M.N. Priyangika²
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*
²*Advanced Level Section, Lakdas De Mel College*

Hindi Language is one of the prominent languages among foreign languages. Hindi Language learners face difficulties while learning Hindi as a foreign language. This study was expected to investigate the translation methods used by Advanced Level students who learn Hindi as a Foreign Language. The main objective of this study is to identify the translation methods that are mostly used by the majority of the students in translating their texts relevant to the advanced level examination. The general objectives are to familiarize the concept of Hindi language translation and to educate the students about translation and its various methods. Primary and secondary data are used for this study. Primary data was collected through students' exercises relevant to translation methods. Secondary data was collected through books, research articles, and online sources. Various types of exercises have been done to prevent mistakes. According to the study it is obvious that "Bhawanuwad" (Paraphrase translation) and "Shabdanuwad" (word-to-word translation) are the most popular translation methods among students and "Chayanuwad" (shadow translation) is also used by students for their translations from Hindi to Sinhala and Sinhala to Hindi. According to this research it is obvious that there are many errors made by students in grammar, translation methods, meaning and content. Finally, expected out comes would be able to find the solution for the above mentioned problems.

Keywords: *Translation, Translation Methods, Bhawanuwad, Shabdanuwad, Chayanuwad*

**OBSERVING AND EXAMINING THE MISTAKES MADE BY
THE STUDENTS IN HINDI MULTIPLE CHOICE
QUESTIONS WHO STUDY HINDI AS A FOREIGN
LANGUAGE**

W.A.T.N Weerakoon^{1*}, B.N. Vithana¹ and A.K.M.P Rathnasekara²

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Central College, Anuradhapura*

A language is a mode of transmitting sounds. A language makes an equality between two or more parties. It makes the world smaller and the understanding, wider. Therefore, more and more students have started to learn foreign languages for their ordinary level and advanced level. A large number of students are interested in learning Hindi among the foreign languages. The reason for the latter is very easy for the local students to pick up Hindi. Sri Lankan system of education conducts two major examinations to select the students for universities and Advance levels. Throughout these examinations it is expected to evaluate students' Language knowledge as well. In both examinations they have to face multiple choice question papers. The advanced level is a significant and challenging examination because these examinations decide students' opportunity to enter a government university in Sri Lanka. There are two main question papers in the A/L examination. It is a must for them to face both of these question papers. This research is a study of the mistakes made by the students in their multiple choice question papers. The question paper is a collection of multiple choice question tests, true or false tests, and matching test, fill in the blank test, classification test and arrangement test. This study was conducted in order to pay attention to multiple choice question papers. The spellings, cases, adjectives, number and tenses were tested separately in this study. This research helps to find a way to minimize these errors through referring to books, reading paper articles, practical tests and through seminars. Primary data was collected through Hindi teachers. Secondary data was collected through Hindi books, articles and online sources.

Keywords: *Multiple Choice Questions Test, True False Test, Matching Test, classification Test, Arrangement Test and Errors*

**INFORMATION
AND
COMMUNICATION
TECHNOLOGY**



QUALITY ASSURANCE FOR TRADING SYSTEMS ON EQUITY MARKET

W.A.S. Harshana^{1*}, K.S. Ranasinghe¹ and A. Wicramasinghe²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Virtusa (Pvt). LTD, Sri Lanka*

The Virtusa (Pvt)Ltd is a leading company for Software solutions, IT consulting, business consulting services, systems implementation, and application outsourcing services to large enterprises and software vendors. Virtusa's main target is to increase organizational outcome with their solutions. This project relates to the financial sector and the domain is capital markets. New capital markets run with computer-based trading systems. They are very fast, accurate, and reliable. London stock exchange is a company that creates and maintains trading systems for many countries/markets(equity) in the world. MIT-millennium IT is the company that conducts the developing part of the trading system according to the customer requirements. Virtusa is doing the QA part for the projects that are developing and enhancing the trading systems. We are using agile method for this project. We do the Quality assurance (QA) process to fulfill client requirement with the development life cycle, so agile method is very useful to prevent errors in the development and if there is any error, bug, defect we must identify it and report it to development team to fix it in every iteration. Also, I have gained knowledge and experience on Capital market domain, System development life cycle, QA process, agile methodology, testing methods, MIT trading system, tools related to MIT trading system, Protocols that relates to the trading system, and do testing and error identifying, etc.

Keywords: *QA Process, Capital Market Domain, Agile Methodology.*

EFFECT OF POST EDITION:

**A CASE OF WEDDING PHOTOGRAPHY STUDIO (NATIVE
TRIBE STUDIOS) IN SRI LANKA**

K.E.S. Kapurubandara^{1*}, A.C. Nanayakkara¹ and A. J. Fernando²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Native Tribe Studios, Sri Lanka*

Digital photography editing can be identified as the enhancement & manipulation of a photograph using a photo editing software. It is a service, and a process of picture improvement by various tools and techniques. Wedding photography editing is much more special and it can be considered more important, since it comes only single time for the lifetime. The purpose of implementing this project is to ensure the maximum satisfaction of both client as well as the company stakeholders to achieve their reputation as ‘best qualified wedding photographers,’ and to achieve their profits with the expectation of establishing a future customer base. In order to identify customer requirements, feasibility analysis has been carried out from both sides including customer and the organization. As a result, two types of albums have been introduced considering the ability of the customer to invest their money, at the same time, ensuring the quality of work too. The main method following in this project is the ‘Agile Development’ method. According to the steps, appearing in the method, the project components have been planned and monitored. The methodology always followed scientific methodology and first, the issue was identified. After that, necessary solutions were given after doing the feasibility studies. According to the studies, an organization could identify two categories of clients with different interests to each other. Based on their preferences, albums were finished up and it was good for the betterment of the clients as well as, to the organization. This report elaborates on how this project worked out to achieve success.

Keywords: *Post Editing, Enhancement, Feasibility, Agile methodology*

THE IMPACT OF ICT IN BOC BANKING SECTOR IN COLOMBO DISTRICT

I.C. Madushan^{1*} and R.M.N.B. Rathnayake¹

*¹Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

The dissertation emphasizes the impact of ICT in BOC banking sector, as an empirical study focused on Colombo district. The main objective of the study is to find the impact of ICT in BOC banking sector in the Colombo area. The research is conducted with the participation of a total of 101 BOC customers. The Judgment sampling method and quota sampling method were followed in selecting the samples. Questionnaire based responses relevant to all educational level of the customers were taken. Furthermore, the research used primary data, secondary data, in addition to qualitative and quantitative data. Many researches are conducted regarding the banking sector. The present research analyses the three side of the banking performance. The questionnaire is based on three independent variables namely customer satisfaction, usage of ICT, and banking performance and ICT literacy was considered as the dependent variable. The result will be the banking performance. The data analyzing was carried out using multiple regression and person's correlation coefficient was used to measure the linear relationship between variables. The analysis revealed that ICT usage has a positive linear relationship with banking performance and quality service of BOC bank branches. Bank branch performance was found to have a correlation with factors such as customer satisfaction, usage of ICT, and ICT literacy level of branch staff and scope and complexity of the ICT application

Keywords: *ICT Literacy, Banking Performance, Customer Satisfaction*

ICT IMPLEMENTING INTRANET FOR A SK INTERNATIONAL HOLDINGS (PVT) LTD

P.W.C. Mohotty^{1*}, R.V.S.P.K. Ranatunga² and N. Ranasinghe³

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Faculty of Management Studies, Sabaragamuwa University of Sri Lanka*

³*SK International Holdings (Pvt) Ltd, Kotte.*

This report is about Implementing Intranet for a SK International Holdings (Pvt) Ltd. SK International is a top-level IT Company in Sri Lanka which provides various kinds of IT services for their customers, such as some networking solutions, troubleshooting hardware issues, selling some peripheral devices for their customers, etc. The main purpose of this project is to share information and resources among employees using intranet solution. SK International Holdings need to complete several kinds of objectives from their new system. Implementing server system base intranet solution objectives are file and network security, increased reliability, centralized data storage and shared resources, virus management, centralized backup. As a student of the University, I created my network project as an intranet. I had no experience on this before. Thus, the entire technologies and experience were new to my carrier. It was a great opportunity for me to work in SK International Holdings (Pvt) Ltd. During that training period, I was able to develop my attitudes and so many soft skills relevant to the industry. In the technical side, I was lucky to work with the highly qualified team and get their advice as well as help to success my training. As a result of that, I was able to learn new technologies too. The best thing that I learned was, the way to achieve goals as a team, hard-working, and time management.

Keywords: *Windows Server, Active Directory, DNS, Server Manager*

DYNAMIC WEB APPLICATION PROJECT TO MANAGE INTERNAL TASKS

V.P.G. Priyankara^{1*}, A.C. Nanayakkara¹ and C. Godagama²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Symbiosys Solutions Private Limited, Sri Lanka*

The Studio Dazzle images' existing internal task managing system consists of a mostly manual interaction of labor and less automated computer interactions. Due to the recent expansion of the business, the existing system became less effective and less efficient to sustain the daily basis operations and long-run operations. So the particular organization's internal task management led them to increase cost and unable to fulfill the customer requests in time making the customers dissatisfied. So for the problem specified, the solution was to create a system that relies on less labor and more automated process. The concept SaaS is considered for the solution model of software development where an application is hosted as a service provider to customers across the internet. By eliminating the need to install and run the application on the customer's own computer SaaS alleviated the customer burdens such as software maintenance, ongoing operations, and support. The solution project architecture was based on the MVC architecture and system operates on the web. For the development, C Sharp (C#) language is used with the Microsoft Visual Studio Intergraded development environment while SQL server is used for the database manipulation. According to the Agile development process, there were multiple iterations of the project in every sprint time period approximately 2 weeks. So after every sprint, it was tested and remodeled according to the customer needs and for maximum optimization of performances. After finishing the tasks and development improvements, the work is headed to the QA sessions. QA sessions were always conducted after each and every iteration of the project according to the SCRUM software development to check whether the current system is meeting up with the specified requirements. The final goal was to create a solution that uses web systems to manage internal tasks with higher efficiency, less time and higher accuracy.

Keywords: *Web Application, MVC, SCRUM, SaaS*

**INFORMATION AND COMMUNICATION TECHNOLOGY
DYNAMIC WEB APPLICATION FOR STUDIO
MANAGEMENT SYSTEM**

G.E. Srimal^{1*}, S.P.K. Ranatunga² and C. Godagam a³

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Faculty of Management Studies, Sabaragamuwa University of Sri Lanka*

²*Symbiosys Solutions Private Limited, Sri Lanka*

Symbiosys Solutions is a nationally recognized, well established company located in Pliyangdala, Sri Lanka. Symbiosys Solutions implies friendly, intelligent, innovative creative solutions provider. This company provides innovative solutions which are beyond the conventional high-end systems designing and networking constancy existing in the industry. Their services are provided to both the domestic and international sectors. This developing Studio management system used ‘Agile Software development’ methodology and it has more functionalities such as packages, albums, enlargements, thanking cards, events, reservations, payments, inquiry. To design this Studio Management System, Symbiosys Solutions used SCRUM as agile technology. The objective of this project is to increase the effectiveness of all the process managements in the Studio Management System, to conduct a data analysis, to keep a history of process and to make easy decisions by giving supportive recommendations by the system.

Keywords: *Studio Management System, System Analyzing, System Designing, System Developing, Testing*

INFORMATION & COMMUNICATION TECHNOLOGY WEB APPLICATION TO MANAGE THE BLOG

L.S.S De Silva^{1*}, K.S. Ranasinghe¹ and J. Bandara²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*EL89 Studios (pvt) ltd, Sri Lanka*

The Organization EL89 Studios is an IT company which provides Social Media Marketing, Designing, Web base Projects, and IT consulting services. The Knowsl is their Company Product. Its main task is providing travel guiding information to the users around the country. The Particular Solution Blog Application for Knowsl Project then they want to maintain this blog like a dynamic web application. This blog Provides articles About Places, To Dos, Food and Beverage, Events in the Sri Lanka. They already have a web site, but it isn't like a Blog. According to the company specifications and requirements Analysis Company like to use the latest technology for their workflow. Then we desired to use agile software development Methodology for this project. Because it is fastest and efficient way to success the project goals. The development process mainly considers about front-end integrations and back-end integrations. Laravel is the framework used to develop their web applications as it is exclusively designed for development of MVC applications. According to the agile development process there was multiple iteration in the project that is assessed. So always it is tested and re modeled according to the customer needs and for maximum optimization. After finishing tasks and development improvements, the work is rechecked by the project manager.

Keywords: *Laravel, Agile, Composer, MVC*

DEVELOPMENT OF COMMISSION CALCULATION AND MANAGEMENT SYSTEM

(HNB E-Banking Department)

G.K.H.N. Dharmasiri¹, R.V.S.P.K. Ranathunga² and R. Luzuras³

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Faculty of Management Studies, Sabaragamuwa University of Sri Lanka*

³*Hatton National Bank PLC*

Hatton National Bank is a premier private sector commercial bank operating in Sri Lanka. It is actively involved in retail banking, corporate banking, international banking, treasury, and project financing. E-banking department mainly handles all kind of queries of retail and corporate customers on internet banking, mobile banking, and e-statements; and prepare progress reports of branches achievement and targets on internet banking. CCMS project is a complete management solution for bank to calculate and analyses the payee partnership commission income. Payee partnership income means there are some agreements between companies and HNB bank. When customers pay a bill through e-banking they do not charge from customers and bank collect some percentage from company from there total credit amount. The system is developed to calculate the commission income. CCMS used Agile software development methodology. It is developed with java language using NetBeans IDE. Objectives of CCMS project is to increase the efficiency of calculating, analyzing, and reporting, and to reduce the errors and make decisions easy.

Keywords: *CCMS, Agile, HNB, Payee Partnership Income*

ENHANCEING THE BASIC FUNCTIONALITIES OF SRI LANKAN CARGO WEBSITE

M.V. Dissanayake^{1*}, K.S. Ranasinghe¹ and W.W.J.S. Fernando²

¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

²SriLankan Airlines Limited

Sri Lankan Airlines is the National Carrier of Sri Lanka and serve destinations in countries around the globe. IT Business Systems (ITBS) of Sri Lankan Airlines IT Division focuses on developing Business Applications and Process Optimization solutions through automation for its global user base. Sri Lankan Cargo, the cargo arm of Sri Lankan Airlines, comprises of two areas - Sales and Operations. Their mantra is to deliver a speedy and a reliable service to all their customers. IT division has engaged to provide their service to Sri Lankan Cargo. The main objective of the enhancement of basic functionalities of Sri Lankan Cargo web project was to revamp the current website with a new design to provide all functionalities in a user friendly and interactive way. The project used agile development methodology as the methodology, and the project always welcomes the circumstances and tackle for satisfy requirements of the cargo team. The project implemented under ASP.NET and MVC framework and Microsoft Visual Studio used as IDE. Bootstrap was used as the front-end framework. Developers were responsible for the testing of their development. The enhanced Sri Lankan Cargo website, is more interactive and user friendly than the current website. It has a responsive front end and new features such as check flight schedule, check load ability, track shipment and contact search. Apart from Sri Lankan Cargo web project I got the opportunity to work parallel with some other projects in Sri Lankan Airlines IT Division.

Keywords: *Agile Methodology, Sri Lankan Cargo Website, MVC Framework*

DEVELOPMENT OF PAYMENT INVOICE MANAGEMENT SYSTEM TO THE BANK OF CEYLON, SRI LANKA

(A Case Study)

R.A.M. Dissanayake^{1*}, A.C. Nanayakkar¹ and C.P.C. Abeyrathne²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Bank of Ceylon*

Payment invoices are a type of documents used in the commercial world especially relating to the selling and buying transactions. With the rapid development of the business, it is very important to manage all payment invoices in an efficient and effective way since that manual process can deteriorate accounting activities, cause inconsistency in data entry, cause room for errors, miskeying information, time-consuming, large ongoing staff training cost, dependent on good individuals and lack of security. Therefore, to avoid such circumstances and to increase the productivity Payment invoice Management System (PIMS) create an attractive computer-based work environment. PIMS was developed for BOC IT division in Head office. To collect primary data, face to face interviews and field observations had been conducted. Both quantitative and qualitative data were used to design the system. Agile software development method was used to develop the system step by step. Finally, PMIS was able to avoid such drawbacks fulfilling the needs of the client.

Keywords: *PIMS, BOC, Agile*

IMPACT OF ICT: AN EMPIRICAL STUDY ON RATHNAPURA DISTRICT

I.G.D. Imbulegama^{1*} and R.V.S.P.K. Ranathunga²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Faculty of Management Studies, Sabaragamuwa University of Sri Lanka*

Information and communication technology (ICT) is playing an inseparable part of our day-to-day lives in the twenty first century. The dissertation examines the impact of ICT in secondary education by employing an empirical study on Rathnapura district. The main objective of the study is to find the impact of ICT on secondary education in the Rathnapura area. The paper investigates the attractiveness of the ICT literacy, the usage for teaching/learning and academic performance of students and teachers. A sample of one hundred and twenty students and seventy-five teachers, three rural area schools and three urban area schools were considered for the study. Clustered sampling method was employed for sampling schools among nine zonal educational offices and random sampling method was employed for selecting three urban area schools and three rural area schools. Systematic random sampling method was employed to select male and female students as well as teachers for the study. The study presents a factor analysis and multiple regressions to identify the relationship between the dependent and independent variables. The results show how factors such as the ICT literacy of students, the usage of ICT for learning and personal tasks, rural/ urban area background, and the gender difference are strongly associated with the academic performance and examination results of the students. In addition, the results show that how factors such as the ICT literacy of teachers, usage for personal tasks and teaching, age differences, and educational level are strongly associated with teaching performance. The results can be used as baseline data for future implementations in education sector in Sri Lanka and it will be very helpful for future researchers and decision makers.

Keywords: *ICT Literacy, Usage of ICT, Education Performance*

JAPANESE



**THE EFFECTIVE TEACHING METHODOS OF LEARNING
JAPANESE CHARACTERS FOR SRI LANKAN ORDINARY
LEVEL JAPANESE STUDENTS**

W.R.I. Fernando^{1*}, J. Mohotti¹ and H.H.A.R. Dinusha²

¹ *Department of Languages, Sabaragamuwa University of Sri Lanka*

² *Minuwangoda Nalanda Girls' central College*

Sri Lanka and Japan have a great history which prevailed for a long period of time. As a result, these two countries exchange a deep connection in terms of culture, politics and economy. Accordingly, the number of Japanese language learners has increased. Japanese language is included in the school education system, or Ordinary and Advanced levels. Yet, in the process of learning Japanese, the writing ability of Japanese characters have declined to a certain extent. This is a study of the Japanese language learners of Minuwangoda Nalanda Girls' School. Through this study I wanted to examine the ability of the Ordinary level Japanese learners to write "Kanji characters". This result will be valuable for Japanese teachers as well as for the Ordinary level students to obtain better scores. For this study I used mainly, questionnaires and the Kanji exercises from 25 Japanese learning students. This study reveals Japanese students being highly concerned about three factors while writing in Japanese characters. First, the writing method of Japanese characters, secondly the reading method and finally, the stroke order. According to the results obtained by the questionnaires the students have mentioned the same issues. Hence, in order to attain effective results from the students the learning methods should be changed.

Keywords: *Japanese Characters, Ordinary Level Japanese Students, Writing Method, Reading Method, Stroke Order*

**THE EFFECTIVE TEACHING METHODOLOGY WHICH
ENCOUNTER FOR ADVANCED LEVEL JAPANESE
LANGUAGE STUDENTS IN SRI LANKA FOR ACQUIRING
DIALOGUE SKILLS**

P.G.K. Jayawardhana^{1*}, J. Mohotti¹ and R.M.E.M. Rajapaksha²
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*
²*Kegalu Balika Vidyalaya*

This report presents a study of Advanced Level Japanese class of Kegalu BalikaVidyalaya, Kegalle. Through this study I wanted to examine the inclination of the students for learning Japanese dialogues aiming at the examination papers of General Certificate of Education Advanced Level Examination. To obtain the required information I used questionnaires and written dialogue exercises from 30 Japanese learning students. This study presents the problems and issues the Japanese learners face while writing dialogues. It is revealed that most of the students scored less marks for dialogue writing as they do not have sufficient knowledge about Japanese greetings; specially the differences between some greetings which have the same meaning. Moreover they do not have a sufficient understanding of writing dialogues in various day today situations. There was a lack of teaching methodology used in order to teach Japanese dialogues. As per the questionnaires I used, I attained numerous ideas about the same issue, the lack of using teaching methodology. In the classroom the normal practice is to do copywriting of Japanese dialogues and what the teacher's writings on the blackboard. It proves that the students expect a new method of learning Japanese dialogues in the classroom and should use new teaching methodology to attain effective results from the students.

Keywords: *Dialogues, Advanced Level Students, Teaching Methodology, Japanese Greetings*

HOW DOES THE EDUCATION SYSTEM SHAPE UP THE ATTITUDES OF A NATION

(Based on Japanese and Sri Lankan education systems)

K.H.G.S. Weerawansa^{1*} and Ai Ukigai¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Human attitudes and education affect the development of a country. Education is the process of promoting learning, acquisition of knowledge, skills, values, beliefs and customs. Education has many benefits and has a positive impact on our lives. Education affects the attitudes of people to be good or bad. Hence this analysis was conducted in order to clarify how education effects nurturing the attitudes of the Japanese people and how we can approach the education system in a way that it would be able to change the attitudes of the Sri Lankans. To gather primary data a questionnaire was distributed among both Japanese and Sri Lankan students. Secondary data was gathered by books and websites. Based on the finding and the analysis it indicated that the key factor of development of Japan to be the attitudes of people. The Japanese education system includes extra-curricular activities which improve the attitudes of Japanese people. There is a lack of students who have participated in extracurricular activities in Sri Lanka. From this study author would like to identify the problems of Sri Lankan education system and to find a better solutions for the problems.

Keywords: *Education System, Attitudes, Extracurricular Activities, Problems, Solutions*

AN OBJECTIVE STUDY OF STANDARD JAPANESE AND THE TOHOKU DIALECT

(Focusing on Experiences as a Participant of JENESYS 2017)

I.A.S. Grigson^{1*} and Ai Ukigai¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

There are number of foreign Japanese learners who are very fluent in standard Japanese. But they too have to face difficulties while communicating in Japanese dialects. That is the point which is generated and justified by the hypothesis. The reasons for the above mentioned difficulties are the differences of grammar points, accent, vocabulary, and pronunciation in standard Japanese and in Tohoku dialect. The purpose of this research is to build up the confidence of the foreign Japanese learners to have a better day to day communication without making any mistakes in Tohoku dialect. The questionnaire method was used to collect primary data from 25 people in Tohoku region and 25 university students who have gone to Japan from the Sri Lankan universities namely, Sabaragamuwa, Kelaniya and Rajarata. Secondary data was collected by studying books, articles, and websites. Teaching dialects in universities, forming seminars on dialects to students before they are leaving from their own country to Japan, introducing apps based on dialects and organizing small activities on dialects by Japanese society can be helpful to get rid of the difficulties faced when communicating in Japanese dialects.

Keywords: *Standard Japanese, Tohoku Dialect, Grammar, Accent, Pronunciation*

THE OBSTACLES CONFRONTED BY THE ADVANCED LEVEL JAPANESE LEARNERS OF SRI LANKA IN STUDYING KANJI

U.A.P.R. Jayasinghe^{1*} and M. Muthumali¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Kanji is a type of an alphabet which was originated in China and spread to Japan later. Unlike Chinese most of the time Kanji is being used with Hiragana which is specific to Japanese people as a local alphabet. It is quite difficult for a student to learn a foreign language. Similarly, the Sri Lankan Advanced Level (A/L) students find many difficulties in learning Kanji. Due to these difficulties there is a low tendency in the Japanese learners to learn Kanji. The aim of this research is to investigate the factors that affect A/L students learning Kanji. Qualitative and quantitative data methods were used to identify the key factors. The primary data was gathered from A/L Japanese students using a questionnaire distributed among the students in both schools and tuition classes and by conducting interviews with both school and tuition class teachers. The results show that the A/L Japanese students face many difficulties while learning Kanji, such as having many strokes in Kanji, difficulties in memorizing Chinese readings and Japanese readings separately, having Kanji characters with same pronunciation, and not doing kanji exercises and revisions frequently which has affected memorizing Kanji. According to the feedback of the question papers, it is apparent that the students find difficulties in putting long sounds, marumarks, assimilated sounds when converting Kanji words into Hiragana. Being unable to write stroke order in correct way, being confused when having the same radicals in some Kanji characters also influence learning Kanji. Further the students face many problems while writing Kanji characters in a balanced way. Apart from the above low attendance for lessons (especially school children) affect learning Kanji properly. To overcome these problems learning Kanji by doing games and group activities, using Kanji letters as much as possible when translating and writing essays will effectively influence Kanji learners helping them to learn Kanji.

Keywords: *History of Kanji, Kanji Characters, Kanji Learning, Difficulties Faced by Kanji Learners*

COMPARATIVE STUDY OF JAPANESE AND SRI LANKAN SUPERSTITIOUS BELIEFS

S.P.I.S. Sewarapperuma^{1*} and M. Muthumali¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Superstition is something we hear in everyday life conversations. But no one knows how it is originated. We believed it to be originated from colloquialism. People have been indulging in superstitious practices, wearing lucky charms, listening to omens and fortune-telling for centuries. In some cultures, many people give their priority to superstitious beliefs. This research annotates the differences and conformities between Sri-Lankan and Japanese superstitions. The main purpose of this research is to describe the impacts of superstitions to the society and to search the scientific ascendancy of the superstitions. Secondary data was used to identify the key factors. In this research, the significance of superstitions was thoroughly investigated. It is clear that people were believing in superstitions and unusual things due to ignorance, lack of education and fear. Gradually superstition has become a common belief among Sri Lankan and Japanese people and in many other countries as well. Both Sri Lankan and Japanese cultures consist of many superstitious beliefs although they are not reliable. But especially in Japanese culture, there are so many superstitious beliefs related to death. There are similarities and dissimilarities between superstitious beliefs of Sri Lankans and the Japanese. There is an interrelated relationship between superstitions and the language. Most of the superstitions are correlated with specific words in Sinhala language as well as in Japanese language. It indicates that there were no scientific methods or communions. But superstition causes a bad resistance for humans' biotic and daily work. Not only that, it also has detrimental effects on human lives scientifically and religiously. Actually life eases off after abandoning superstitions. It is better for their future. With the development of technology many people get accustomed not to believe in superstitions.

Keywords: *Japanese Superstitions, Sri Lankan Superstitions, Society, Signification, Differences*

HOW TO IMPROVE COMMUNICATION SKILLS OF THE JAPANESE LANGUAGE LEARNERS OF SRI LANKAN HIGH SCHOOLS

(A Survey Conducted Based on the Schools in Kurunegala Educational Zone)

D.K.A.M.P. Ranasinghe^{1*} and Ai Ukigai¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

It is a known fact that most of the students in Sri Lanka pursue higher studies and among them the majority of the students face difficulties in speaking. This is identified mostly among the students who study languages for their higher studies. Though the learners are efficient in writing, when it comes to verbal communication they face difficulties. Therefore, the main intention of the researcher is to investigate the factors hindering the speaking skills of the Japanese language learning students in Kurunegala Educational Zone and to provide recommendations and suggestions to overcome the issues. Author has used both primary and secondary data for this study. Primary data will be gathered using group interviews and secondary data will be gathered using peer reviewed journal articles and books. The study is conducted using four schools, with a sample of 30 students and 6 teachers. Among the findings the most evident factors influencing this issue were, the broader content of the syllabus, students practice of speaking being comparatively lower than writing, teaching based on advanced level syllabus and consequently students not being able to practice speaking for more than 80 minute per day. Moreover, the lack of a supportive environment to communicate or make use of Japanese speaking skills in terms of communication would also affect this issue to a greater extent. Therefore, in order to address these common issues author has suggested recommendations such as the use of pictures or demonstrations for teaching, providing adequate opportunity for the students to practice speaking for and further making them exposed to a language rich environment and make them practice the language at home. As a final intervention author has introduced a new teaching method for language teachers from which the student could improve his/her speaking skills with the use of dialogues and practice skills. This will be initiated through a soft game in which the learners will be able to improve their Japanese language speaking skills efficiently.

Keywords: *Game in the Classroom, Group Activities, Motivation for Learning, Teaching Method*

**A STUDY OF THE REASONS FOR DIMINUTION OF
RESULTS OF THE STUDENTS WHO LEARN JAPANESE
LANGUAGE FOR ADVANCED LEVEL**

K.T.L Alwis^{1*}, J. Mohotti¹ and N.M. Senevirathne²

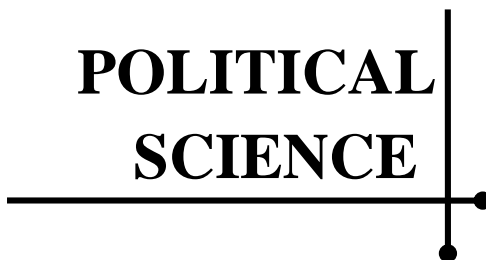
¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Sripalee College, Horana*

This report presents a study of the Advanced Level Japanese class of Sripalee College, Horana. Japanese has become the newest interest among the Sri Lankan high school A/L students for the past few decades as there is a common perception that learning of a foreign language like Japanese would widen the scope of future career and employment opportunities. The Sri Lanka students who are seated for this examination have to have a thorough knowledge of the variables which determine competitive selection factors that would open up the doors to the university. This study is focused on investigating the reasons for the Advanced level students who study Japanese language to obtain low scores. To gather primary data a questioner was distributed to the relevant parties. For secondary data National Institute of Education Publications Examination Branch and internal statements were referred. Based on the finding and the analysis it is indicated that the followings to have a direct impact on students' learning cycle of Japanese namely, the lack of secondary resources to enhance the effectiveness of Japanese learning skills, the lack of qualified human capital to teach Japanese language, the inclusion of syllabus which is not arranged properly and basic infrastructure for modern education being insufficient. From this training report I would like to identify the problems faced by the Japanese learners and to find a better solution for their problems.

Keywords: *Japanese Learning Students, Problems, Advanced Level,
Japanese Language Results*

**POLITICAL
SCIENCE**



**A STUDY ON REASONS AND CAUSES THAT INCREASE
CHILDREN'S SEXUAL ABUSES IN GAMPAHA DISTRICT,
SRI LANKA**

H.D.S. Swarnamali^{1*}, K.H. Lakmali¹ and Y. Abeyesundara²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*National Child Protection Authority, Sri Jaywardenepura*

The documentary evidences show that child abuse has been one of the major social problems in Sri Lanka. This violation of child rights has made both male and female children the victims. Especially in Sri Lanka, girls comprise the majority of victims. As all individuals, children also should enjoy the freedoms and rights and to protect themselves from physical and mental abuse. This is confirmed through the clauses of the Convention on the Rights of the Child, as well as the provisions of the Penal Code of Sri Lanka. The main question of this research is to find out what are the main reasons that increase sexual abuses in Gampaha district in Western Province, Sri Lanka. The main aim of this research is to identify the main reasons that contribute the incensement of sexual abuse among Sri Lankan girls. The secondary aim of this research is to observe the family background of victims and also identify and elaborate the after effects that affect the victims. The research methodology is based on six case studies. They were examined and evidences were collected through non-structured oral viva and observations. Books, newspapers, relevant journal articles and internet were used as secondary sources. These collected data have been presented. The data revealed that the type of employment of parents, abandoned childhood, the trust and close relationship of unknown persons, non-identification of lust and love of teenagers, lack of mother's protection and father's drunkenness were the causes that increased sexual abuse among Sri Lankan girls. As a result of these causes, it was identified that this had a negative impact on their future perspective of life and the view having less trust on the family members and the society.

Keywords: *Child Abuse, Girls Sexual Abuse, Child Rights*

GOVERNMENT CONTRIBUTION TO ERADICATE POVERTY

(With Special Reference to Grama Shakthi Programme)

C.I.N. Liyanarachchi^{1*}, H. Ranjith¹ and L. Soiza²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*Divisional Secretariat, Kothmale*

As a developing country, Sri Lanka has been facing poverty as one of the major challenges in the development process. Since independence all successive Sri Lankan governments have implemented many poverty alleviation programs to eradicate the poverty among people but different reasons have affected the minimizing of the negative outcomes of this effort. This study focuses on investigating the nature and impacts of the ‘Grama Shakthi’ which is in operation to alleviate poverty. Poverty can be eradicated by identifying its root causes and addressing the same. This study is mainly based on both primary and secondary data. Primary data were obtained through a structured questionnaire from 100 respondents who receive benefits from ‘GramaShakthi’ program and live in two Grama Sevadivisions within the Kothmale Divisional Secretariat. Secondary data were obtained through ‘GramaShakthi’ report and other related documents from the planning section of the Divisional Secretariat office. The obtained data were analyzed using descriptive statistics. The major findings of this research are, most of the beneficiaries of the program are women and uneducated people. Among them majority of respondents were above forty years. Although this program focused on youth, this aim has not been achieved. It was a barrier to initiate a high quality entrepreneur. If this process succeeded it would be able to address the unemployment problem. Further, this program was limited to one or two Grama Niladari divisions of the Divisional Secretariat. However, all beneficiaries were positive about this programme. ‘Grama Shakthi’ programme was introduced to develop the productions of Sri Lanka and eradicate the poverty. There is an urgent need to improve ‘Grama Shakthi’ programme and introduce in all parts of the country.

Keywords: *Government Intervention, Grama Shakthi, Entrepreneurs, Poverty*

**AN ANALYTICAL STUDY OF THE ROLE OF THE
PEOPLE'S REPRESENTATIVE IN IMPLEMENTING RURAL
DEVELOPMENT PROJECTS**

**(With Reference to Grama Niladari Division of Bellagaswewa in
Hambantota District)**

M.K.G.M. Mahanama^{1*}, H. Ranjith¹ and E.D.C. Priyangika²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*District Planning Secretariat, Hambantota*

The main purpose of this study was to find out the interaction between the villagers and the Divisional Secretariat with the assistance of the Divisional Development Officers in carrying out rural development activities. This study is centered on the study whether the people living in Bellagaswewa in the Divisional Secretariat Division (DSD) of the Hambantota district have been able to gauge the progress of rural development activities. Since the benefits should be received by the rural villagers, the success and failures of rural development projects were assessed and the proposals were submitted with suggestions. It was expected to carry out an exploration of regional development activities with the help of the relevant authorities. The primary and secondary data sources have been used. Accordingly, the readers' reports, research papers and statistics were used in collecting data. A sample of 100 structured questionnaires were used to collect data from the Bellagaswewa area of the Hambantota Divisional Secretariat. Structured interviews too were conducted. Data were analyzed and conclusions were arrived at. The following are some of the implications of this study. The issue in the rural development activities was that there were no national or sub-national notions in making development decisions. In some cases, a set of rules have been set up, but the development project was needed only by the peoples' representative. It was identified that political conflicts could be minimized in developing the rural areas. It appears that a unanimous decision was inconsistent and its implementation had many obstacles. Due to this, proper development has not been achieved in Bellagaswewa. It is important to note that the hypothesis used in this study proved to be positive.

Keywords: *Rural Development, Political Authority, Divisional Development Offices, Development Project*

EARLY MARRIAGE AMONG MUSLIMS IN SRI LANKA

(With Reference to a Muslim Area)

M.R.Z.Nasafa^{1*} and S.H. Hettiarachchi¹

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

Early marriage is a formal marriage or an informal union entered by an individual before reaching a certain level of maturity. It can be found in many societies. The occurrence of early marriages can also be seen among the Sri Lankan Muslims. Therefore, this study attempted to analyze the current situation regarding early marriages in Muslim community and how it differs from Sharia Law as well as how Muslim Marriage and Divorce Act influence such situation. This study was conducted with eighty people who were in three categories of samples in a Muslim community. The research is mainly based on primary data collected through interviews, questionnaires and case studies while secondary data were collected through the resources such as books, journals, and websites. Both qualitative and quantitative data were collected. Mostly qualitative data was used to conduct an in- depth analysis. Some of the key findings of this research were aimed at identifying reasons for the early marriages and their impacts. Out of the reasons for early marriage poverty, educational status, traditions and customs, immoral relationships, affair, separation between parents etc. were prominent. In addition to that, the impacts were identified as divorce, diseases, no right to refund the properties, frustration on life, psychological issues and blaming of society. Apart from these, some of the reasons were found why problems occur after marriage as a consequence of early marriages. This study has also explored the ideas of Sharia Law regarding marriages and how Muslim Marriage Divorce Act deals with marriage of Muslims in this country. Moreover, some of the recommendations were also focused in this study as solutions counter the ill effects of the early marriages and to promote healthiest and happiest family life among the Muslim community in Sri Lanka.

Keywords: *Early Marriages, Muslim Community, Sharia Law, Muslim Marriage and Divorce Act, Divorce.*

A STUDY OF THE INTERVENTION OF LOCAL POLITICAL AUTHORITY ON GOVERNMENT ADMINISTRATION

(With Special Reference to Dickwella Divisional Secretariat)

G. Bibulewitharana^{1*}, A. Jayathilaka¹ and A.G.W.I. Rajapaksha²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*Divisional Secretariat, Dickwella*

This study investigates the intervention of local political authority in government administration based on a 2017 project of Dickwella Divisional Secretariat (DDS) in connection with the development of local infrastructure facilities. The main focus of the study was to examine how local political authority's intervention affects the function of effectiveness of government administration. Out of the 140 officials in all the Sections of DDS, 103 were selected using Mogan Sampling determination function. As DDS consists of various departments, the officials were selected to represent all the departments using simple random sampling. This study used both primary and secondary data. A structured questionnaire was used to collect primary data. Obtaining data with regard to the government administration was based on a development project and the necessary data were received through books, magazines and official statistics. To analyze the data, multiple regression was used. The SPSS was used as the tool to arrange the data for analysis while the method of correlation is used to find the interdependence between variables. In the activation of the study, it is identified that the political party supports in granting better solutions for the compelling issues of the local community. The intervention of the local government administration implies transparency which means that government administrative activities and political parties function in a coherent manner. The intervention of politics is identified to be on moral principles. The intervention of political party in government administration was at a lower level and has not created problems. After the analysis of this case study it was noted that the intervention of political party in government administration will affect successfully.

Keywords: *Government Administration, Efficiency, Local Political Authority*

**CHALLENGES AND POSSIBILITIES OF THE
IMPLEMENTATION OF COOPERATIVE GOVERNANCE IN
SRI LANKA**

**(With Special Reference to Kelani River Basin Multi Stakeholder
Partnership (KMRP) Approach)**

K.O.G.M.A.L. Herath^{1*} and G.C.L. Pathirana¹

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

Cooperative Governance (CG) approach has dawned a new era of the development process in Sri Lanka (SL). The purpose of this study was to explore the challenges and possibilities of implementation of CG in SL. The main research question was whether the CG is successful or not in SL. Kelani River Basin Multi Stakeholder Partnership Approach (KRMP) was used as the primary model of the research. Primary data were collected from general public, government, NGO and private sector officers through structured questionnaire and unstructured interviews. Secondary data were collected through books, journals and websites. Collected data were analyzed using qualitative and quantitative methods and presented using texts, tables, charts and figures. The study received its key structural guidance from the Van Meter and Van Horn model of policy implementation. The extent of CG dependent on the capability of implementing institutions and the successful implementation of the CG dependent upon the multi stakeholder participation were the central hypotheses of the study. The study identified lack of staff and technical knowledge to implement CG, difficulties to take every stakeholder into one table, the cost of implementation, over intervention of government, limited time to plan, hierarchical authority, insufficient knowledge of civilians and transferring the ownership as the major challenges faced by CG. The Project covers a large area so active participation of community organizations and individuals were found as the possibilities of the implementation of CG in SL. To overcome these challenges, the researcher proposes policies such as strengthening of the institutional capacity, make stakeholders participation active, successful transferring of ownership and develop the awareness projects. Encourage the participation of community and NGOs, private sectors to assist CG approach were the proposals to enhance the possibilities of CG in SL.

Keywords: *Cooperative Governance, Kelani River, Multi Stakeholder Partnership, Policy Implementation*

THE PROTECTION OF EDUCATIONAL RIGHTS OF STREET CHILDREN

**(With Special Reference to Katharagama Maha Dewalaya and
Kiriwehera Sacred Place)**

L.M.S.E. Bandara^{1*} and P. Uluwaduge¹

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

The population of Sri Lanka has recorded a higher level of education than the level expected from a Third World country. But when we consider the same with street children, it is far behind the expected level. Therefore, it is of paramount importance to enhance the educational rights of street children in Sri Lanka. On this basis, the study is intended to analyze the social, economic and cultural background which has negatively impacted on decreasing the street children's education rights in Katharagama Maha Dewalaya and the Kirivehera sacred palace. Identifying the problems and challenges faced by the educational programs and to analyze the impacts of it which tries to protect the educational rights of street children are the main objectives. The study was mainly based on primary and secondary sources. Primary data were collected through structured questionnaire, semi-structured interviews and participant observation. The sample size consisted of 35 respondents. It contained 25 street children, five government officers and five parents of Street children. Secondary data were collected through books, journals, newspapers and websites. The collected data were analyzed using qualitative and quantitative methods and were presented using texts, tables, charts and figures. The study found that ignorance and negligence of the educational rights of street children by the government, lack of appropriate government policies, inefficiency of relevant organizations and lack of awareness of children and their parents on educational rights were the major reasons of the violation of street children's educational rights in these areas. To overcome these problems, the study recommended introducing appropriate government policies to address this issue, identify importance of education rights of the street children, conduct awareness programs targeting street children and their parents and enhance the efficiency of government organizations that work with street children's right to education.

Keywords: *Education Rights, Katharagama, Safety, Street Children*

CHILD RIGHTS VIOLATIONS THROUGH INTERNET

(Child Sexual Abuse in Sri Lanka through Social Media Websites)

N.G.D. Madushani^{1*}, N.P.R. Mendis¹ and Y. Abeysundara²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*National Child Protection Authority, Sri Jayewardenepura*

Sri Lanka has been exposed to modernization initially and then to globalization through technology. Accordingly, the extent of child abuse, speed, tactics and severity has increased over the years. Many children have been tempted to sexual activities through the Internet. The main purpose of this study was to identify the causes of child sexual abuse through social media websites in Sri Lanka. Sub-objectives of the study were to identify how the community ignorance influences the occurrence of online child sexual abuse in Sri Lanka and to indicate the importance of a code of ethics for the protection of children and the prevention of sexual abuse through the internet. This study was mainly based on primary and secondary data. The simple random sample was limited to fifty. Homagama Divisional Secretariat which has the most frequent reported internet child abuse and Walapane Divisional Secretariat with the least reported have been selected as the study areas. The primary data collected through the case study, interview, questionnaire and participatory observation methods were analyzed qualitatively and quantitatively. According to the findings the social networking sites affect at the individual level, promote unnecessary intimate relationships at community and social-cultural level. The main reasons were the lack of awareness of the safe usage of social media, isolation, family tension, poor institutional policies and inefficiency, the incapability of the officers, lack of law and enforcement, and lack of code of ethics were the main reasons for the child sexual abuse through the internet. Among the suggestions are the formulation of procedures and policies to build a safe Internet use, forming defense teams, build skills in managing teenagers, giving a proper education to the adults and teens about the use of Internet to create a secure environment, and create internet usage coding system.

Keywords: *Child Sexual Abuse, Social Media, Cybercrimes, Ethics*

**A PRACTICAL STUDY OF EFFECTIVENESS &
EFFICIENCY OF EMERGENCY SERVICE FOR CHILDREN
(1929) IN NATIONAL CHILD PROTECTION AUTHORITY**

K.W.U.K.P. Kumara^{1*}, R.C. Palliyaguruge¹ and S. Malalgoda²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*National Child Protection Authority, Sri Jaywardenepura*

A huge rise in child abuse can be seen in Sri Lanka. Therefore, many governmental and non-governmental institutions were established in Sri Lanka to protect the rights of children. National Child Protection Authority act plays a major role in child protection, which was established in 1929 and emergency child telephone service which was established in 2010 at National Child Protection Authority (NCPA) is also important to complain and inform about incidents of child abuse. The major aim of this study is to investigate the efficiency of reaching of complains through this special service and protection of complainer's privacy. The sample of this study was selected from complains which got through 1929, subject of political field such as six complains about using children as labors and 14 complains about not providing the compulsory education. By analyzing these twenty cases, several main findings, complains were found that getting through 1929 transfer to several sections of NCPA. In addition, NCPA has the support of all police stations and divisional child protection officers. This special service telephone line is not only to make complains. It can provide legal advice as well. People can make complains throughout 24 hours in all three national languages. Nonetheless, some administrative officers of child care centers use institutive children for illegal activities. It takes a long time to investigate complains which are transferred to police or other investigating units. Investigations for many complains were not finished yet. On the other hand, the authority has the power to remove or to postpone investigations of complains. There is no other powerful institution to complain, against the operations of 1929 emergency telephone service. The major finding of this study was to protect the privacy of complainers, pave the way to an efficient investigation and mediate to make a justice in its level best. In addition, it gives protection to the child care center if necessary. 1929 is an efficient and reliable institution which render a public service.

Keywords: *National Child Protection Authority, 1929 Telephone Line Service, Child Rights, Compulsory Education, Child Labor*

**AN EMPIRICAL STUDY OF PROBLEMS AND PROSPECTS
OF SPECIAL NEEDS EDUCATIONAL POLICES OF SRI
LANKA**

(With Special Reference to Right to Education)

M.G.G.G. Randika^{1*} and R.C. Palliyaguruge¹

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

Educational policies of Sri Lanka have been implemented to ensure the right to education of differently abled students, but there are still lacking points. Therefore, providing a quality education to differently abled students in Sri Lanka is a policy challenge. Within this background, this study contributes to explore the implementation of special needs educational policies in Sri Lanka on protecting the right to education of differently abled students with special reference to Tangalle educational division. It is based on a mixed research design. Fifty structured questionnaires were used to collect quantitative data. Out of the fifty, twenty parents of differently abled students have been selected by applying Stratified Random Sampling Method. Thirty questionnaires were distributed among the teachers. Apart from that, semi-structured interviews with seven principals who are officially engaging with differently abled students, eight case studies and two focus group discussions have been applied to collect primary data. In addition to that non-participant observations were used to collect qualitative data. Mode Analysis, Coefficient Correlation, Descriptive statistics, Multicolinearity Analysis, Regression Analysis and Test of Model Significant used to analyze quantitative data. Narrative Analysis Method used to analyze qualitative data. After the analysis of this study it was ascertained that there is strong positive correlation between the variables Available, Acceptable, Adaptable and right to education. There is a moderate positive correlation between the variables right to education and Accessible. This study concludes that, the differently abled students are complicating from the inclusive education, physical resources, behavior of teachers, existing special needs schools as assisted schools, less educated level of parents and the lacking of proper mechanism for school leavers.

Keywords: *Differently Abled Students, Right to Education, Educational Policies of Sri Lanka, Special Needs Educational Policy*

AN ANALYTICAL STUDY OF THE FACTORS AFFECTING THE TRAINING TRANSFER

(With Special Reference to Sri Lanka Administrative Service)

M.R.N.H. Karunaratne^{1*}, G.C.L. Pathirana¹ and S. Subasinghe²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*Sri Lanka Institute of Development Administration, Colombo*

The effectiveness of any training program and training transfer of any organization is impossible to ignore simply. Effective training programs are vital to the organization because a large amount of budget is spared for staff training. The common notion is that the formal training for any job helps the trainee to perform effectively since one utilizes the knowledge one receives in one's own work environment. A descriptive research design was used in this study. The target population in this study composed of 50 officers who have already done various courses before and while serving as administrators in Sri Lanka. The research employed a quantitative approach. The researcher collected primary data for this study using structured questionnaires which were administered using a drop and pick later method to the sampled respondents. The qualitative data in this research was analyzed using descriptive statistics and factors were analyzed using statistical package for social sciences (SPSS) version 21. Data were presented in tables, charts, and graphs. The study revealed that the skills and the guidance received at the training assisted the employees immensely in carrying out their jobs. The transfer of knowledge was successful and it was seen that the knowledge of the subject matter and the experience too counted a lot. The study concludes that trainee characteristics such as personality and trainee ability effects were originally identified by training practitioners as factors affecting the transfer of knowledge from training to the job. The Sri Lanka Administrative Service Officers need to encourage to update the technical knowledge, skills and personal growth. Further, the supervisors should provide trainees with opportunities for practicing new skills and knowledge in their job setting.

Keywords: *Training Transfer, Work Environment, Trainer, Trainee*

SINHALA



**THE CONTRIBUTION OF THE PRINTED MEDIA FOR
CONSTRUCTING AN ADVANCED CINEMA CRITIC
TRADITION**

**(An Analytical Study of Selected Cinema Critic Articles in the
Desathiya News Magazine in 90's)**

S.T.G. Kumudumali^{1*} and H.S. Senevi¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Cinema criticism is one of the important parameters influencing the advanced cinema. It continues to testify to the cinema's reactions to the cinema up to the present day. Cinema criticisms can be interpreted as qualitative analysis of whole cinema as an art work. The cinematic reviews intellectually literate the film director and provides the guidance to the audience as well. The cinema reviews are considered as a genre of communication and the contribution furnished by magazines is somewhat different in this regard. Accordingly, this study is focused on the *Desathiya* News magazine for examining what kind of contribution is gained to the cinema criticism through printed media. The main objective of the study was the identification of the contribution of the printed media in film criticisms. While the many existing film magazines were successfully circulated, the '*Desathiya*' the fortnightly styled magazine has recorded a separate autonomy. In order to make this purpose successful, a comparative methodology was conducted with a comparison of other film magazines, which took place in the last two decades and selected *Desathiya* cinema critics from 90's was the major sample. The interviews and key informants were used to collect data mainly. Due to the study of magazines such as '*Sinsesith*' and '*Sadisi*', it was possible to obtain a clear understanding of the advanced cinema criticisms through the '*Desathiya*' magazine. Attention was focused on how to compile articles and how to improve the knowledge through the print media in order to create a modern film criticism at present. The basic hypothesis of the research carried out at the inception was confirmed at the end of the study. According to the findings of the study, the cinema criticism should be developed in Sri Lanka with the synthesized quality. As well as a new generation of film critics is to be expected to the *Desathiya* is essential.

Keywords: *Advanced Cinema, Cinema Criticism, Print Media, Desathiya, Contemporary Cinema Magazines*

A SEMIOTIC STUDY OF THE USAGE OF MULTIPLE SIGN SYSTEMS IN THE TEXTS OF PRINTED MEDIA

(With Special Reference to The Covers and The Cover Stories in Desathiya)

D.M.M.K. Dissanayaka^{1*}, H.S. Senevi² and D.S.T. Mayadunne³

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

²*Department of Government Information, Sri Lanka*

'Desathiya' news magazine has been one of the popular news journals issued by the Department of Government Information. The cover of the magazine and the cover story of the magazine's chosen theme shows a combination of multiple systems. The primary purpose of the research was to identify the techniques used in preparing and presenting a meaningful cover page and cover story. The semiotics, the science of signs, was the key methodology utilized for the research. It was difficult to find out literature on this type of Sri Lankan printed media and then available existing literature was also narrow. This study is consisted of an analytical perspective of ten selected cover stories of the selected magazine. The interpretation of the text and inter-textual reading were the main tools of analysis while language, colours, photographs, camera angles and page lay outing were considered under the multiple sing-language systems. The analysis tried to attempt to encapsulate the cover story of the cover and to give a specific value to the text rather than the text itself since the content is smaller and the image larger. Desathiya Magazine has drawn attention in winning the readers' attention by creating innovative covers of the content of the journal, the general theme, or the specific point of view. Creative journalism has been used to handle language usage, header texting, colour selection, curl patterning, and photo editing as well as camera angles. Accordingly, the study found that the theme of the Desathiya magazine is an important factor in the process of combining the linguistic and visual ambience used to indicate the idea to the reader's mind. Desathiya news magazine has proved the concept of qualitative habit formation at the outset of the experiment, meaning that the definition of meaningful advanced design is carried out in multiple algorithms.

Keywords: *Multiple Signal Systems, Semiotics, News Magazine, Desathiya, The Cover Story*

SOCIOLOGY



AN EXPLORATORY STUDY FOCUSING ON WOMEN'S ROLE IN THE HOSPITALITY INDUSTRY

(With Special Reference to Waskaduwa Citrus Beach Hotel)

M.H.S.A. Jayalath^{1*}, A.S. Ananda.¹ and W.W.R.W.M.M.H.B.
Weerasooriya²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*Waskaduwa Citrus Beach Resort PLC*

Today the Hospitality industry is a vital element of Sri Lankan economy. Therefore, the hotel sector which has been a major component of hospitality industry is required to show a rapid development in Sri Lanka. This research focuses on women's role in the hospitality industry with special reference to Waskaduwa Citrus Beach Resort PLC. One of the major objectives of this research is to study women's role within hotel industry in Sri Lanka. This research is also focused on identifying gendered division of labour within the hotel industry, social concept on female hoteliers and the barriers for women employees. Both primary and secondary data have been utilized in generating data. As the source of primary data, 30 female hotel workers were selected purposively and they were interviewed by using structured questionnaire method. Some case studies and information from key informants also provided the necessary data as primary sources. Microsoft Excel and SPSS software packages were utilized to analyze data. This study argues that the contribution of females is low and their social and economic status are comparatively backward within hotel industry in Sri Lanka due to gender stereotyping, 'glass ceiling effect', unfavorable social attitudes, stressful working schedules, security factors, sexual harassment and male-dominated working environments etc. This study also suggests that its main findings would be useful for the betterment of hospitality management and policy implication in related sectors in Sri Lanka.

Keywords: *Female Employees, Hospitality Management, Hotel Industry*

**A SOCIOLOGICAL STUDY ON THE RECRUITMENT AND
RETENTION STRATEGIES FOR INSTITUTIONAL
EFFICIENCY**

**(With Special Reference to Nawaloka Construction Company
(Pvt.) Ltd)**

R.M.D.R. Bandara^{1*}, G. De Silva¹ and S.H.N. Priyantha²

¹*Department of Social Sciences, Sabaragamuwa University of Sri Lanka*

²*Nawaloka Construction Company (Private) Limited*

Lifeline of any institution is the recruitment of human resources. Therefore, the institution has a responsibility to fulfill its major goals such as efficiency and effectiveness by maintaining the quality of its human resources. The firm should implement different kinds of suitable strategies to retain them and to obtain their services for a long time by maintaining a higher level of satisfaction in employees at all levels. Therefore, this study is aimed at identifying how the strategies of recruitment and retention process influence the efficiency of an institution. The main objective of this study is to explore the headquarters of Nawaloka Construction and its present recruitment process and the retention strategies. Structured questionnaire and participant observation were the data collection methods used to gather primary data from a sample of 40 which were selected by using non-probability sampling method. The collected data was analyzed by using IBM SPSS Statistics 21 software. The major finding of this research was, the efficiency of the institution was based on recruitment process and retention strategies that had positive impact on the entire organizational culture. In addition, it was evident that the satisfaction of the employee is the main influential factor for the efficiency of institution and retention of its employees. Further, the institution should provide attention to its internal employees and it is very important that the internal recruitment system should be methodical. The employees are satisfied with the incentives which are provided by the institution and most of the employees have higher educational qualifications.

Keywords: *Efficiency, Human Resources, Recruitment, Retention, Satisfaction*

STATISTICS



**FACTORS AFFECTING THE SELECTION OF CAESAREAN
BY PREGNANT MOTHERS IN RATNAPURA DISTRICT,
SRI LANKA**

B.M.A.N.K. Basnayake^{1*}, M.A.C.S.S. Frenando¹ and B.M.I. Gunawardana²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*General Hospital, Ratnapura*

In many countries including Sri Lanka, caesarean surgery is becoming more popular than normal method of delivering babies due to various medial and non-medical reasons. This study aims to identify the key factors that cause selecting of caesarean surgery by pregnant mothers in Rathnapura District, Sri Lanka. A sample of 200 pregnant mothers who arrived at the maternity clinic in Rathnapura District Hospital in March 2018, were selected for the study, and they were given a questionnaire. Among the mothers in the sample, 66% are willing to select caesarean surgery as the method of giving birth. Binary logistic regression modeling was used for analyzing the data. Prior to the analysis, the variables were tested for multicollinearity, and there was no such problem in the data. According to the results, it was found that the mother's knowledge about caesarean surgery, age of the mother, the number of times that the mother has undergone a caesarean surgery, and special illnesses of the mother as main reasons for selecting caesarean surgery. Mostly, mothers tend to select caesarean surgery as their level of knowledge about the surgery increases. Mothers of young ages also select the surgery method compared to old mothers. For each-year, increase in age will result in 0.8 times decrease in the odds of selecting caesarean surgery. In addition, the number of times that the mother has undergone a caesarean surgery and special illnesses also cause high preference for surgery. For every one-unit increase in the number of times that a mother has undergone a caesarean surgery, the odds of selecting the surgery increase by approximately 5 times. Furthermore, the odds that a mother selects caesarean surgery is 4 times higher for mothers that have a special illness compared to mothers without such illnesses.

Keywords: *Binary Response Variable, Caesarean Section, Odds Ratio, Logistic Regression*

A COMPREHENSIVE SUSCEPTIBILITY COMPARISON OF CUSTOMERS ON SMARTGEN ACCOUNTS

K.D. Chathurani^{1*}, U.S. Thathsarani¹ and S. Edirisinghe²

¹*Department of Economic & Statistics, Sabaragamuwa University of Sri Lanka*

²*Bank of Ceylon, Beliatta*

Internet which is the major component of IT, takes a prominent place in the competitive global economy today. Therefore, banking system is creating novel and efficient products by using this internet to its customers. Meanwhile Smart Gen account is the best product which has been introduced by BOC. But the trends to use the smart gen accounts are effective from various factors. The main aim of this study is, to find out the reasons for susceptibility and insusceptibility of smart gen accounts and to improve the needed sections. As the population cannot be distinguished correctly, it takes the sample size of 100 according to convenience sampling method. The research is conducted by using questionnaires, profile analysis, chi square analysis and two sample t tests. Inhere to analyze the data it considered factors that affect to susceptibility as independent variable while the status of smart gen account as dependent variable. A clear difference could be identified between smart gen account holders and the customers those who do not have smart gen accounts. There is no considerable difference from the variable customer reliability. But there are some effects from the variables such as customer satisfaction, customer safety, quality of the services which the bank and the bankers are supplying due to competitive environment, internet banking, banking and IT revolution. There is no impact of income and the gender for the susceptibility of the smart gen accounts. However, employment, education level and age are important for the susceptibility of the smart gen accounts. The study suggested that supplement of safer and trust service to the customers is much needed. Further bank should provide some awareness programs to the smart gen accounts holders as well as improve the service of smart gen accounts, customer convenience and customer satisfaction.

Keywords: *BOC, Factors, Profile Analysis, SmartGen Account*

**FACTORS AFFECTING JOB SATISFACTION OF
EMPLOYEES
(With Special Reference to Divisional Secretariat Gampola)**

E.M.N. Thilakarathna^{1*}, N.C. Weeraratne¹ and R.N.A.M.U.S.K.
Warakagoda²

¹*Department of Economic & Statistics, Sabaragamuwa University of
Sri Lanka*

²*Divisional Secretariat, Gampola*

Human capital is the most important factor for increasing or decreasing the productivity of a country. Being in a country within an organization can lead to a satisfactory workforce that increases the productivity of that country or institution. Therefore, a number of researches are underway to identify the factors that contribute to job satisfaction. The reason is that a country achieves its global goals and job prosperity to achieve organizational goals. Time wasted due to discontent of jobs, unnecessary movements of workers and ineffective services, lack of work space, and difficulties in arriving at work. There are several issues identified in the Gampola Divisional Secretariat in this study. Therefore, the purpose of the study is to illustrate the impact of selected factors on job satisfaction. A total of 215 employees of the Gampola Divisional Secretariat were selected for the study, and the simple random sampling technique for the stream was used, and 132 employees were included to the sample. The principle component Analysis and Multiple regressions were used for data analysis. According to the study, there was a different result between age groups, education group and marital status and job satisfaction. There are no differences among gender groups and job satisfaction. Job stress has a strongly negative relationship. Organizing policy and job satisfaction has a negative relationship. In addition, promotions, management, salaries and working condition, communication and relationship have a positive relationship with job satisfaction.

Keywords: *Employees, Human Capital, Job Satisfaction*

**THE FORECAST OF SALES IN CARGILLS FOOD CITY
(With Special Reference to Cargills Food City PLC, JaEla)**

K G.K. Perera^{1*}, D.J. Jagoda¹ and H.G.D.J. Bandara²

¹*Department of Economic and Statistics, Sabaragamuwa University of Sri Lanka*

²*Cargills Food city Pvt Ltd, Ja Ela*

Frequent updating of sales in different category products has become an effect on the company profit. It will need to assume for forecasting of future performance of the company. Sales forecasting is an essential task in retailing business specially, in supermarkets. Therefore, it helps identifying the appropriate level of sales and their changes in the future. The main objective of this study was to identify the patterns and make forecasts about the sales. Secondary data were taken from monthly sales records of Cargills food city, Ja Ela branch during the period of 2013-2018 and primary data were collected from discussing with customers and workers in outlet used for the study. Graphs, charts and descriptive statistics were used to identify the distribution of each category of sales in different departments. SARIMA model was used to achieve the main objective of the study. Further, Modified Box-Pierce statistic and over fitting technique were used to check the goodness of the fitted model. This study found that, best fitted model was SARIMA (011) * (011)₁₂. According to trend analysis, researcher found that, there was positive trend in 37% of fruits sales, 21% of vegetable sales, 20% of lickers and 11% of household. There was a negative trend in 114% of stationary and 6% of meat and 23% of seafood. In addition to that, researcher identified the product which has major contribution in various departments such as dry and fresh items in grocery department, wine and spirits, items in merchandise department and pharmacy on data presentation.

Keywords: *Cargills Food City, Sales Forecasting, SARIMA, Time Series Analysis*

**STUDYING THE FACTORS AFFECTING DEFAULT OF
PERSONAL LOAN REPAYMENT
(With Reference to Bank of Ceylon Dalugama)**

D.A.U. Dayananda^{1*}, L.P. Himali¹ and K.D.U. Kumarapeli²

¹*Department of Economic and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Bank of Ceylon, Dalugama*

Loan Default is the failure of an applicant to fulfill his/her obligation with respect to repayment of loans. The purpose of this study was to investigate the risk factors that affect default of personal loan repayment at the Bank of Ceylon in Dalugama. The population of the study included 200 customers who got the personal loan by BOC-Dalugama. From this population a sample size of 150 individuals was derived from whom a semi-structured questionnaire was administered. A binary logistic regression model was fitted to the data. This survey found out that the customer related factors highly affected the personal loan default. Further this study revealed that there was a difference between the changes of job and knowledge about CRIB and effect of other liabilities. It was significant to note that a bank related factor is to get all information from customers. The study concluded by asserting that the customer related factors influence people's loan repayment habits and as such affect whether people pay the loans that they obtain from the bank on time or not. There is a need for the government to reduce the strains to the general economy in order not only to facilitate economic growth but also to enhance the minimization of the customer related factors that precipitate loan default. Secondly, this institution must endeavor to reduce the bank-specific factors that precipitate high levels of loan default.

Keywords: *Bank of Ceylon, Bank Related Factors, Customer Related Factors, Loan Default, Risk*

A STUDY OF THE FACTORS THAT AFFECT THE EARLY SCHOOL LEAVING

R.A.N. Dilhani^{1*}, N.C. Weeraratne¹ and K.K.C. Shiromalie²

¹ *Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka,*

² *Department of Census and Statistics, Colombo*

According to the definition of the Department of Census and Statistics, children aged 5-17 years are referred to as children. Protection, affection and education are also a child's right. Lack of respect for their right to education and lack of empowerment of the intellectual sphere of the country. At present, considerable volumes leave school due to domestic households. Accordingly, the main objective of this study is to study the factors that will affect school leaving in Sri Lanka. The data used for the "child activity survey" conducted by the department of census and statistics for use in the year 2016 was used as secondary information. Stratified Random Sampling technique was used to collect data to sample which is 25,000 children between the age gaps 5-17 years. The binomial logistic regression analysis model was used for the analysis of data, and the results found that children, such as religion, ethnicity, parents' employment, parents' level of education, parents' marital status and parents' disability, could be affected by the results. Accordingly, the situation of a parent's job has a greater impact on dropping out of school and the impact of parents' disability on the dropping out of school is very small. Thus, it has been recognized that the children need to implement programs targeting parents to create a better family environment for all children living in Sri Lanka to minimize the school drop-out rate.

Keywords: *Children, Child Laborers, School Drop-Outs*

IMPACT OF WORK LIFE BALANCE ON JOB SATISFACTION

M.R. Epa^{1*}, N.M. Wijesekara¹ and N.S.D. De Silva²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Idea Group Limited, Colombo 14*

Work-Life Balance employment practices are concerned with providing scope of employees to balance what they do at work with the responsibilities and interests they have outside work and so reconcile the competing claims of work and home by meeting their own needs as well as those of their employers. Work Life Balance is not a unique one and it is not new to the generation and profession of Human Resource Management. But with the era of highly competitive business environment, it's no wonder that the work life balance concept has attracted numerous contributions from researches and many practices that attempt to investigate on various factors influencing WLB, and their relationship with job satisfaction. This study mainly focuses to identify the impact of work life balance on job satisfaction. The study was done based on the sample of 75 employees which are drawn from the population of Idea Group Limited, by using simple random sampling technique through a structured questionnaire. Multiple regression models were utilized as main analysis technique. Work life balance has been categorized as personality, purpose in life, personal life satisfaction, physical wellbeing, personal relation, workplace support, workload, work expectation, WLB policies and social activities. The results revealed that among the ten dimensions, personality, purpose in life, personal relation, workplace support, work expectation, WLB policies and social activities positively influence for the job satisfaction. Further, employees are dissatisfied with their current working environment which does not have a proper work life balance and WLB policies. Finally, this research recommended THAT they should implement new training programs about the new global HR practices of work life balance and implement the WLB policies within this organization and restructure the organization by using open area method and the managers and immediate supervisors should have awareness about modern HR practices such as PTO System.

Keywords: *Human Resource Management, Job Satisfaction, Paid Time Off (PTO), Work Life Balance (WLB)*

**FACTORS AFFECTING THE EMPLOYEES' JOB
SATISFACTION
(With Special Reference to W.E. Security Services (Pvt) Ltd)**

E.H.D.A.C. Hettiarachchi^{1*}, M.A.C.S.S. Fernando¹ and M.A.V.N.R.
Wijegunawardhana²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*W.E.Security Services(pvt)Ltd, Sri Lanka*

Employee job satisfaction generates huge benefits for an institution, such as; increasing organization's production, productivity and also can reduce the labour turnover of the company. Therefore, this study was conducted to identify the factors that affect the employees' job satisfaction and by how much each factor's contribution to it. A sample of 200 respondents was taken from Ratnapura and Kegalle districts outlets using multi-stage cluster sampling technique. And primary data were collected using structured questionnaires. The main objective was achieved by analyzing the collected data using Binary logistic regression. For the study employees' job satisfaction was taken as the dependent variable and 12 explanatory variables were taken as the factors that affect the employees' job satisfaction and measured the each factors' influence. Research results show that, age, education level, employee supervision and service time variables were significant in making an influence on employees' job satisfaction. The odds ratio of job satisfaction of employees whose service times are, 3 to 6 months, 6 to 12 months, 1 to 3 years and more than 3 years compared to an employee who worked less than 3 months are 2.011, 3.574, 2.009 and 2.459 respectively. The odds ratio of job satisfaction of employees whose age are, 21 to 30 old, 31 to 39 old and above 40 years old compared to an employee whose age in between 18 to 20 years old are, 2.136, 0.795 and 1.265 respectively. Compared to an employee who is educated up to grade 8, the odds ratio of job satisfaction of an employee who is qualified only O/L and A/L are, 0.521 and 0.469 respectively. However, the study results indicate that more employees were unsatisfied with their job and that is 53.5% of our sample. Therefore, the company should prioritize in improving the employees' job satisfaction and for that should concern about above four variables.

Keywords: *Binary Response Variable, Employees Job Satisfaction, Logistic Regression, Odds Ratio*

FACTORS AFFECTING EMPLOYEE TURNOVER IN THE APPAREL INDUSTRY:

(With Special Reference to EAM Maliban Textiles (Pvt) Ltd)

K.M.H. Lasanthika^{1*}, D.J. Jagoda¹ and D.C. Hewage²

¹*Department of Economic and Statistics, Sabaragamuwa University of Sri Lanka*

²*EAM Maliban Textiles (Pvt) Ltd, Sri Lanka*

Garment industry has been the Sri Lanka's largest gross export earner since 1986 and accounted for more than 52 per cent of total export earnings of the country. It is also the country's largest net foreign exchange earner since 1992. The apparel sector has generated many employment opportunities directly and indirectly. There are 90% of female from the labour force. Annum laour turnover is about 60% in garment factory. Labour migration of the garment industry is estimated as 25% in each year. (Dheerasinghe 2009) Employee's turnover directly affects the productivity and high employee turnover warning to the survival of the company. The main objective of this study was to explore the factors influencing intension of sewing machine operator's turnover in EAM Maliban Textiles. The hundred sewing machine operators were selected based on simple random sampling. Data were analyzed to achieve the main objective of the study using binary logistic regression. This study had found that age and job satisfaction had negatively affected the employee turnover. The education level has a positive relationship with employee turnover. According to this research, 49% of the employees who resign from the job were in the age groups between 16-25 years. According to the data presentation, there was 63% of the employees who decide to leave the job were identified as A/L passed group while 10% of the employees who want to leave the job were identified as those who did not sit even for the O/L exam.

Keywords: *Binary Logistic Regression, Employee Turnover, Job Satisfaction, Primary Data*

**IMPACT OF EMOTIONAL INTELLIGENCE ON
ORGANIZATIONAL COMMITMENT
(With Special Reference to Bank of Ceylon, Colombo Fort)**

M.A.A. Perera^{1*}, N.M. Wijesekara¹ and E.R M.K. Wijesinghe²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Bank of Ceylon, Colombo Fort*

During the last few decades, a higher number of new banks entered to the banking sector and as a result the competitiveness is highly increased. In this era of highly volatile business environment, most of the organizations believe that achieving the competence is the solution for the competitiveness. For achieving the competence, one of the options is to improve the organizational commitment of employees through the emotional intelligence. Therefore, this study focuses to identify the impact of emotional intelligence on organizational commitment. Primary data were used for the study and 100 employees were selected using simple random sampling method through a structured questionnaire. “Multiple regression model” was used to analyze the collected data. In this study, self-management, self-awareness, motivation, empathy and relationship management are the dimensions of emotional intelligence. The results indicate that motivation is positive influence for the organizational commitment. Therefore, more awareness and training programs and rewarding systems need to be implement to enhance the emotional intelligence and it will automatically increase the organizational commitment.

Keywords: *Emotional Intelligence, Organizational Commitment, Motivation*

DISCREPANCIES IN RANDOM NUMBER GENERATORS IN STATISTICAL SOFTWARE; FOCUS ON MINITAB, SPSS & R

N. Samuel^{1*} and M.A.C.S.S. Fernando¹

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

Distributional assumptions are made quite often in statistics when generating random samples from statistical software. The generated samples however, don't always conform to the distributions upon which they were generated. This study reviewed and tested the Goodness-of-fit of samples randomly generated from Minitab, SPSS, and R. This study aimed to determine the discrepancies in random number generators in statistical software and, compare the powers of the most commonly used formal tests for Normality. To attain the above-stated objectives, 1000 samples of sizes 10, 50, 100, 500, and 1000 each, were generated from Minitab, SPSS, & R from the Normal, Uniform, and Gamma distributions respectively. Goodness-of-fit tests were done using the Shapiro-Wilk, Anderson-Darling, Jarque-Bera, & Kolmogorov-Smirnov tests. Via Monte Carlo simulations, respective samples of sizes 30, 250, and 1000 were generated from R and following 10,000 simulations each, their powers and confidence intervals were obtained and analyzed. Even though the percentages of samples deemed insignificant at given significant levels were small, they were nonetheless existent for all sample sizes. These seemed to decrease with increase in sample size which may point to the need to always err on the side of generating or using sufficiently large samples for given analytical purposes. In the power study, the Shapiro-Wilk and Anderson-Darling goodness-of-fit tests were almost indistinguishable and proved to have the best powers in symmetric samples with low tails as well as skewed samples over the other tests. The Jarque-Bera test proved effective for symmetric samples with long tails. The Kolmogorov-Smirnov test couldn't find its footing in long-tailed symmetric samples as well as skewed ones. Based on the results, the study recommends that any generated samples for whichever purpose from any random number generator can be tested for distributional conformance before they can be used for further analysis.

Keywords: *Goodness-of-Fit, Normality, Statistical Power, Pseudorandom Member Generators, Random Number Generators*

**A STUDY OF THE FACTORS CONTRIBUTING TO PRE-MATURE DEATH OF SELF-EMPLOYMENT
(With the Field of Self Employment in the Thalawa Divisional Secretariat Division)**

W.I.A.S. Nanayakkara^{1*}, N.C. Weerathne¹ and W.M.S.K. Bandara²
¹Department of Economics and statistics, Sabaragamuwa University of Sri Lanka

²District Statistical Branch, Anuradhapura

In the definition of "occupation" provided by consumerist socio-economic system, employment can be regarded as the basic criterion which determines the independence of a person and a job is a cure for its own or for the safety of its family. Of these, self-employment is a very prosperous place. At the provincial level in Sri Lanka, a significant number of labour force participation in self-employment sector which is highlighted. Accordingly, maximum strength of the occupation power in the North and the East is established in the North Central Province. It is 45% (among employees, employers, self-employed and Non-paid family workers). However, the majority employed in the self-employment sector within the first 05 years tend to high probability of pre mature death. Identifying factors that contribute to the pre-mature death of self-employment. Initially for the purpose of selecting 152 individuals who were involved in the self-employment field in the Thalawa Divisional Secretariat in the North Central Province, a sample of 152 individuals was selected using a simple sample model to collect sample statistics from a questionnaire. This study has identified the most influential factors among the most commonly used factors such as the binary logistic regression of self-employment. The lack of core capital, the lack of technology in use, the lack of infrastructure and the socio economic factors are factors that contribute to the pre-mature death of self-employment. Also these factors of those who believe that self-employment is unheard of in the fact that people believe that the self-employment effects are not untimely, people tend to lose self-employment. Guaranteed loans at low interest rates with a grace period, conducting training programs on the practical use of technology, conducting training programs on technology, conducting public awareness campaigns for both government and private sector and self-employment awareness, can be expected to minimize the pre-mature death of self-employment.

Keywords: *Early Death in Self-employment, Occupation, Self-employment*

FACTORS INFLUENCING THE USAGE OF CREDIT CARDS

(Special Reference to People's Bank Kirindiwela Branch)

R.P.N. Madhushani^{1*}, L.P. Himali¹ and M.R.M. Rizvi²

¹*Department of Economics and statistics, Sabaragamuwa University of Sri Lanka*

²*People's Bank, Kirindiwela*

Credit card is one of the interest based, income earning products to the bank. Interest earning products are especially significant as the interest income is the highest income generating source to the bank. So it is a convenient payment device and source of credit to the customers. Credit cards provide the basic path to a cashless generation in the economy. However, there is lack of evidences to show, factors influencing the credit card usage of the banks in Sri Lanka leaving a significant whole in literature. Therefore, this study is aimed at identifying the factors influencing the usage of credit cards. Researcher selected 150 credit card customers as the sample and used simple random sampling method to collect the data using structured questionnaires. Then collected data were analyzed through correlation analysis and multiple regression analysis. Therefore, this study can be identified as the quantitative research. According to the findings of the research as absolute cost of December month, other credit installment of December month and the credit limit were found to be significantly influenced by the credit card usage while discount rate was not. An absolute cost of December month was the highly influential factor for usage of credit cards. This research will be instrumental for the credit card issuing banks to design marketing and promotional strategies in order to develop their credit card portfolio as well as obtaining high share in the credit card market.

Keywords: *Absolute Cost of December Month, Credit Card Usage, Marketing Strategies*

**THE IMPACT OF PANEL CHARACTERISTICS ON
FINANCIAL PERFORMANCE OF LISTED COMPANIES IN
SRI LANKA**

A.R. Opanayake^{1*} and L.P. Himali¹

*¹Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

Boards of directors are one of the important parts in the listed companies in the world. According to the agency theory, the forthcoming directors will not perform for the benefit of the shareholders. Therefore, corporations have to deal with a variety of complications. It is important to study how it affects the characteristics of the director to maximize corporate return margin. The main objective of this research is to explore the effect of board characteristics on financial performance of listed companies in Sri Lanka. Secondary method of data collection is explored and the methods used to conduct quantitative data analysis are discussed and justified. For the purpose of this review, related materials were being gathered from Colombo Stock Exchange (CSE) website. The researcher collected 125 Sri Lankan listed companies' information to fulfill the study's aims and objectives. The data were analyzed by using multiple linear regression. A relationship development model was produced with nine major dimensions (board size, board composition, Ac size, Ac composition, CEO duality, board meetings, board qualifications and board experiences) to reflect board characteristics & financial performance is measured by Return on Assets (ROA). This study found that good relationship within some variables. It has highlighted board experiences and board meetings have been significant and positive impact on financial performance. Other board characteristics are not correlated with financial performance in Sri Lankan listed companies.

Keywords: *Board Characteristics, Corporate Governance, Financial Performance, Listed Companies*

STUDY ON FACTORS THAT IMPACT ON SMART FIXED DEPOSIT

F. Rifka^{1*}, N.C. Weerathna¹ and T.N. Kudagama²

¹*Department of Economics and statistics, Sabaragamuwa University of Sri Lanka*

²*Bank of Ceylon, Koggala*

In this changing world technology also changes rapidly. Likewise, the technology in banking industry is changing too. Bank industry considers green banking where as SMART FD which means an environmental friendly green banking system without using applications or papers. Similarly, in this system all the details of customers are computerized. The objective of this paper is to study the factors that impact on SMART FD. Even though commercial bank pays 100% attention on SMART FD customers but SMART FD customers was not increased by 10%. Understanding and awareness. Factors that effect on SMART FD are demographical factors and customer satisfaction. Both independent and dependent variables are measured using questionnaire. The population customers are 18 years plus individuals who opened SMART FD or NORMAL FD at Koggala branch. Sample of 100 is obtained. For data presentation the pie and bar chart were used. Chi square and binary logistic regression were used to analyze the data. Demographic, customer satisfaction, understanding and awareness factors were studied through this paper. The age, educational qualifications, gender, income are important factors.

Keywords: *Fixed Deposit, Green Banking, SMART FD*

IDENTIFYING THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND THE COMPANY SALES

R. Perera^{1*}, L.P. Himali¹ and P. Palliyawatta²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Manager Planning and Costing, Sri Lanka*

In the recent times, the main task of manufacturing and customer oriented production delivery organization is to product goods and delivery it on time in order to minimize the customer complaints and increase the company sales. The research investigated the past behavior of the company sales and its forecasting. The secondary data were gathered from the monthly sales value within the past three years. There are 203 recorded available customer complaints. Data were analyzed using time series analysis. Sales were divided into 5 categories such as bank sales, interior sales, direct sales and technical sales. The result of the study came through the overall sales. Therefore, this research identified sales forecasting for the next year, because, there are most expensive products than the others. All complains were divided into 8 categories such as “customer wrong order category”, “damage goods delivery category”, “part of items not deliver category”, “late of repairing category”, “assemble delay category”, “delivery delay: - customer paid category”, “delivery delay: - confirm dates category”, “other category” customer wrong order category, damage goods delivery, in order to maximize the customer satisfaction through minimizing the customer complaints. About 58% of the customer complaints coming under delivery delay confirms category. The research mentioned that the behavior of customer complaints and sales are significance factors for the production, manufacturing and customer oriented organizations. Likewise, the managers were tied up by these two variables to get ideas of the future performance of the company.

Keywords: *Customer Complaint, Customer Satisfaction, Forecasted Sales*

IMPACT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY

(Special Reference to Samson Compounds Galle)

R.D.C.O. Perera^{1*}, N.M. Wijerathna¹ and B. Amarakoon²

¹*Department of Economics and statistic, Sabaragamuwa University of Sri Lanka*

²*Samson Compounds, Galle*

Social media is a form of electronic communication through which users create online communities to share information, ideas, personal messages and other contents. According to the organization's view point brand equity is able to deliver high effectiveness and efficiency in programs of marketing. So the main objective of this study was to identify the impact of social media marketing on brand equity. The sub objectives of this study were identifying the major social media that effect the brand equity and the demographic factors which affect the brand equity. In this study researcher considered Facebook, Twitter, Blogs, LinkedIn, Google+ and YouTube. The survey was conducted to collect primary data using self- administrated questionnaire. The sample size was 100 respondents and researcher used convenience sampling method to collect data. For this study customer social media marketing was used as the independent variable and brand equity as the dependent variable. In order to analyze the data, simple linear regression model was used and the effects of demographic factors for the variables were analyzed through mean comparison method. Results revealed that there is a positive relationship between social media and brand equity. The major social media that affects to the brand equity in DSI is Facebook. And also there is a significant difference between age groups 17-27 & 39-49 in social media usage.

Keywords: *Brand Equity, Social Media Marketing*

CUSTOMER SATISFACTION ON INTERNET BANKING AND CASH DEPOSIT MACHINE BANKING

G.G.M. Kithsiri^{1*}, U.S. Thathsarani¹ and M.T.U.S. Gunasena²

¹*Deparmet of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Bank of Ceylon, Padukka*

At present , as a result of globalization and modern technology the spreading of bank network all over the country can be recognized. Accordingly, banks introduced banking services associated with modern technology in order to provide a standard service to their customers. For instance, Internet Banking, Cash Deposit Machine Banking ,Automatic Teller Machine Banking and Telephone Banking can be pointed out. The main objective of this study was to determinate the factors affecting customer satisfaction in the use of Internet Banking and Cash Deposit machine Banking. The sample for the research was selected from the customers who interact with the Bank of Ceylon, Padukka. Primary data was selected through a well prepared questionnaire. Multi Bar Charts were used to analyze data through Profile Analysis and Chi – Square Test. The main findings of the study were that Internet Banking and Cash Deposit Machine Banking affecting the customer satisfaction. Further, the customer Satisfaction does not depend on gender and occupation but, it depends on Customer’s educational level and also, there is no difference between the determiners accuracy and efficiency on customer satisfaction in the use of Internet Banking and Cash Deposit Machine Banking and there is a difference between the determiners convenience and safety to customer satisfaction in the use of Internet Banking and Cash Deposit Machine Banking.

Keywords: *Cash Deposit Machine Banking, Customer Satisfaction, Internet Banking*

A STUDY OF THE FACTORS THAT AFFECT THE SMART PHONE USAGE OF THE AGE GROUP OF 40 TO 60

D. R. Liyanaaratchi^{1*} and D. J. Jagoda¹

¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

So far the greatest advent in communication, the smartphone has become an indispensable device in everyday human life. Along with its user friendly interface and applications, its functions are more similar to a computer. This resulted to increase its demand worldwide. A survey conducted by the Department of Census and Statistics in Sri Lanka in 2017 revealed, due to smartphones, demand for computers has significantly fallen. Unlike in other countries, in Sri Lanka we cannot see the smartphone usage among the age group of 40 to 60 is higher as the youngsters' usage. Therefore, this study was conducted to identify the factors that affect to the smartphone usage of the age group of 40 to 60. A sample was drawn from the Colombo district, by employing the multi-stage cluster sampling and primary data were collected using structured questionnaires. The main objective was achieved by analyzing data using Binary logistic regression. Research results indicate that, the attitude, towards using a smartphone caused its usage to rise by 32.14%, whereas in relation to a person who is educated up to grade 8, smartphone usage of a Graduate and Advanced level qualified person is 1.37% and 1% respectively. The study further revealed, in relation to a person who is self-employed, smartphone usage of a person working in the private sector is 10.2%. Results also point out that, when compared to a person lives in a rural areas, the smartphone usage of a person lives in a semi-urban and urban areas are 5.2% and 1.8% respectively. Consequently, it concludes that attitude plays a foremost role in smartphone usage of the age group of 40 to 60 and it is recommended to consider their motivations, to promote their smartphone usage, since it will ease the loneliness in their late lives and improve the Sri Lankan standard of living.

Keywords: *Attitude, Binary Logistic Regression, Smart Phone Usage*

**ASCERTAIN THE MOST APPROPRIATE SALES
STRATEGY BY SOLEY ANALYZING THE FINANCIAL
PROFITABILITY OF THE EXISTING SALES STRATEGIES**

(With Special Reference to Strategical Trends Co (Pvt) Ltd)

M.U.S. Malkekula^{1*}, U.S. Thathsarani¹ and S.M. Disanayaka²

¹*Department of Economics and statistics, Sabaragamuwa University Of
Sri Lanka*

²*Strategical Thrends Co (Pvt) Lt*

The financial profitability is playing the vital role in an organization operational performance as well as the overall business performance. Moreover, cost, turnover and benefits are the concepts which lead to improve the business performance of the organization. Strategical Trends Co (Pvt) Ltd is one of the leading companies which exports hand tools & power tools and distribute them all over the country. However the company has been running the business with a high cost and poor profitable rate which leads a low business performance. Therefore the researcher carried out the current study in order to identify the possibility of this concept to increase the business performance and ascertain the most financially profitable sales strategy. In order to reach the research objective researcher conducted research in mixed methods such as doing time study, work study, interviews, in order to collect data for the study as well as secondary data. Based on the collected data researcher developed financial and economic approach to do the Cost Benefit Analysis and generated the time series plots to analyze the behavior and prediction of the cost components, annual turnover & profit margin of the company. Finally the researcher identified that the lowest efficiency level is generated through direct sale Cooperate sales. And highest profit generating section is S/R sales. Therefore, it is important to implement sales strategies, practices in order to reach one of the main objectives of improvement, the business performance at Strategical trends Co (Pvt) Ltd.

Keywords: *Benefits, Cost, Turnover*

**FACTORS AFFECTING THE TEA HARVEST IN LOW
COUNTRY WET ZONE -GALLE DISTRICT
(With Special Reference to Tea Small Holdings Development
Authority-Galle)**

P.G.M. Indrachapa^{1*}, U.S. Thathsarani¹ and D.L.C. Sooriyarachchi²
¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Tea Small Holdings Development Authority, Galle*

Tea production is one of the main sources of foreign exchange for Sri Lanka, formerly called Ceylon and is one of the main income sources of the country. It is the fourth largest producer of tea in the world and second largest exporter. TSHDA is an organization established for the development of tea small holdings in the country, an increase of production, marketing activities, improvement of productivity and working for the welfare of the tea small holders are the objects of the organization and have the main responsibility for increasing the tea harvest in Sri Lanka. The main objective of this study was to identify the factors that affect the tea harvest in a low country wet zone in Galle District. This study had selected 115 tea land owners using the stratified random sampling method as a primary data collection method. Data were analyzed using factor analysis under the principal component model and multiple regression models. Soil pH value, age of the tea lands, usage of fertilizer, contribution of the tea land owners, soil preservation methods, dryad's plantation and tea extent area where seven variables that were associated with the tea harvest. Among them the soil pH value and fertilizers were the highly effected variables in the tea harvest in Galle district. Further, this study suggested that the best methods of using fertilizer, knowledge about the soil pH, development of the infrastructure facilities will increase the tea harvest of the tea land owners in Galle District.

Keywords: *Fertilizer, Optimum Price, Soil pH Value, Tea Harvest, Tea Production*

**FACTORS AFFECTING THE ADOPTION OF INTERNET
BANKING
(With Reference to Bank of Ceylon – Pelmadulla)**

A.H.W.D. Sandamali^{1*}, M.A.C.S.S. Fernando¹ and A.G.S. Wajirakantha²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Bank of Ceylon, Pelmadulla*

This study examines the adoption of internet banking (IB) by investigating the consumer adoption within the context of BOC banking services. The research framework was based on the extension of decomposed theory of planned behavior which mainly includes characteristics such as lack of awareness, usage barrier, value barrier, risk barrier, traditional barrier and image barrier to assess the internet banking adoption behavior. A questionnaire survey was conducted to gather data from random banking customers at BOC, Pelmadulla, and 150 responses were received. A binary logistic regression analysis was performed to analyze the data. According to the descriptive statistics, the overall IB adoption rate is 67%. However, male customers are more familiar with internet banking (71%) than female customers (59%). The customers who are not familiar with internet banking have at most, a secondary level school education. The customers who are qualified beyond the secondary level school education were highly adoptive to internet banking. An overwhelming majority (93%) of young (less than 30 years) customers are familiar with internet banking. Within the secondary level education category, 55% of the customers had adopted internet banking. The sample selected for this study is not sufficient to study the effects of different levels of some factors such as the educational level as their incident rates are very small. According to the results of binary logistic regression model fitted, English knowledge, usage barrier and SMS banking are the main factors effecting the customer adoption of internet banking. The odds that a customer adoption of internet banking is 1413, 7, and 2 times higher for Professional, Unemployed, and Executive job categories respectively, compared to Employer job category. Similarly, the odds that the customer adoption of internet banking facility is 50 times higher than the customers who have a good proficiency in English than others.

Keywords: *Adoption, Binary Response Variable, Internet Banking, Logistic Regression, Odds*

**CONSTRUCTING AN INDEX TO MEASURE THE
ENVIRONMENT DESTRUCTION AND STUDYING THE
EFFECT OF CHANGES**

P.K. Malinga^{1*} and U.S Thathsarani¹

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

The forest area can be divided into primary forest, modified natural, and production plantation. Most developments projects occur destroying natural environment. Resettlement is one of the results of the above development projects. It occurs in real life and there is no doubt that it causes because of main economic losses and social disruption. Humans are forced to move out of their lands due to the natural and measures of the adversity. Wilpattu resettlement process has been done as a result of the government's future projects under the plan of National Physical Plan in Sri Lanka. The main objective of this study is to construct an index to measure the environment destruction and studying the effect of changes. Sub objective is to measure the social and economic background which as previous and after the resettlement people. Data were collected using primary and secondary data. Primary data has obtained by using questionnaires and interviews in Wilpattu resettlement area. Secondary data was obtained by Meteorology department and remote sensing analysis. Two methods were used to obtain the data. They were index and classification value method. First, it analyses using Weighted Principal Components (WPC) method and Time Series data analysis. The second part analyzed the social and economic background. Second part using paired T test. The most influenced factor for the environment destruction is land usage. The lowest influence factor for environmental destruction is rainfall. According to the study, approximately 21932.61 hectares has been cut down from 2010 to present. Another finding was life pattern, land security, situation at home, occupation, children's education and their health has gone down after the re-settlement. But on the other hand, the status of their daily wages has climbed up the ladder.

Keywords: *Environment Destruction, Resettlement, Wilpattu, Economic, WPC*

EFFECT OF FACTORS THAT INFLUENCE THE CONSUMER BRAND PREFERENCE WHEN RECEIVING PETROLEUM SERVICES

H.T.I. Maduwanthi^{1*}, M.A.C.S.S. Fernando¹ and U. W. Doloswala²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Ceylon Petroleum Corporation*

As seen in many other countries, the transportation sector can be known as one of the most important sectors in Sri Lanka. In such a situation petroleum industry plays a vital role in the economy. Today's consumers are rational and they have different tastes and preferences. Therefore, consumers may have several reasons for purchasing a particular brand. This study aims to identify reasons on why consumers choose one brand of fuel over another can be used in the petroleum industry. This research study is based on comparison of consumer preference and perspectives between two fuel brands in the Sri Lankan oil industry, namely CEYPECTCO and Lanka IOC. The target population of this study is made up with people who drive vehicles and therefore purchase petrol or diesel. A sample size of 150 customers was selected to participate in the research and it was conducted in selected vehicle service stations located in Colombo area. Primary data were collected using a structured questionnaire. Binary logistic regression analysis was employed as the major analysis tool and descriptive analysis were also used. Major findings reveal that convenience and quality of the products are the most affecting factors when making a choice of which fuel brand, to buy from and among them convenience is the most effecting factor. When the convenience and quality of the products are increased by 1 unit the odds of preferring CEYPETCO brand also increased by 2.031 and 1.604 respectively. It also found that most preferred fuel brand is CEYPETCO since 78% of respondents preferred CEYPETCO and only 22% of respondents preferred IOC. This study suggested that locating filling stations close to residential areas and business centers are likely to better serve the fuel needs of the consumer.

Keywords: *Binary Logistic Regression, Brand, Consumer Preference, Petroleum Services*

**STUDYING THE FACTORS THAT AFFECT WHALE
TOURISM SATISFACTION
(With Special Reference to Mirissa Area)**

S.L.M. De Silva^{1*} and N.C. Weeraratne¹

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

The whale tourism has become one of the most attractive niche market tourism segments in Sri Lanka after ending civil war in 2009. Tourists who came to whale watching can experience many activities in Mirissa and is one of the main beach destinations in southern Sri Lanka. But when considering the arrival of international travelers, it is lower than the percentage of tourists who came to Sri Lanka for pleasure. According to the reports from total tourist arrival there is a 5% of people who were coming for whale watching in the year of 2013 November to year 2014 February. As a country, there is a problem because people are not aware of this valuable activity and there was a problem about whale tourism. The Sri Lanka Tourism Development Authority did not categorize whale watching as an activity in their value adding categories to GDP. When conducting the survey, the main objective of this study is to identify the tourist satisfaction and evaluate whale watchers' expectations in Sri Lanka. Further, the study discusses the difficulties and challenges associated with whale tourism operations in Sri Lanka. The study was conducted using both quantitative and qualitative approaches and especially a questionnaire survey with 121 foreign tourists who watched whales in Mirissa area. For the research convenient sampling technique was used in order to draw a sample and used Principle Component Regression method and checked all the OLS assumptions. The findings highlight that there is a strong relationship between the tourist's satisfaction. And there was a strong relationship between the variables, accommodation, security, food and beverages. Among them accommodation has the major effect on whale tourism satisfaction. However, there was a dissatisfaction variable such as knowledge sharing is also in the analysis. Therefore, tourism authority and the national tourism organizations in Sri Lanka need to plan and work together to promote and manage the whale tourism effectively with more required facilities without just telling and selling to seek merely the economic advantages.

Keywords: *Tourists' Expectations, Whale Tourism, Whale Tourism Satisfaction*

**THE IMPACT OF FACTORS DETERMINING THE
EDUCATION EXPENDITURE OF SECOND ATTEMPT
ORDINARY LEVEL STUDENTS IN NENAMAL SCHOOL**

M.K.S. Perera^{1*}, M.A.C.S.S. Fernando¹ and H.G.C.M. Somarathne²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Nenamal School (Pvt) Ltd, Kelaniya*

Sri Lanka is considered as a country of which, the economy is well emerging. In the recent past, education has started to play a vital role in Sri Lankan future economy. Usually, the government allocates 1.5 – 3% of Gross Domestic Production (GDP) for education each year. Even though there is an increasing trend in education expenses, the government fund allocation for education seems to reduce gradually. Therefore, it would be worthwhile to study the factors which affect education expenditure. Data were collected from second shy ordinary level students in Nenamal International School, Kelaniya, through a structured questionnaire. A sample of 200 respondents was drawn from the population of 457, using simple random sampling method. The data were analyzed through multiple linear regressions which used forward method for selecting variables. The study considered nine factors, namely, gender, race, monthly income, condition of occupation, the number of dependents in family, medium of learning, nationality, the number of tuition classes attended, and the number of employees in the family, which could affect the educational expenditure. The percentage of Sinhala medium students in the sample was three times higher than that of English medium students. The fitted regression model explains around 91% of the total variation in the education expenditure. The results revealed that monthly income and the number of tuition classes attended have a positive impact on the educational expenditure. However, the impact of the number of dependents in a family on education expenditure is negative.

Keywords: *Education Expenditure, Education Failures, Family Income, Multiple Regression*

STUDYING THE FACTORS THAT WOULD AFFECT THE ATTENDANCE OF OFFICERS TO THE WORK PLACE ON TIME

W.G.S. Darshani^{1*}, L.P. Himali¹ and S. T.C. Gaveshika²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Department of Census & Statistics, District Secretariat, Galle*

Human Resource can be recognized as one of the most important factors in each phase of every job field. Better operation of Human Resource contributes immensely to the development of each job phase. In that case it is the responsibility of human resource to report to work punctually. Throughout this study, punctuality of the officers in reporting to work and the factors influencing it are examined using both primary and secondary data. Primary data are gathered by implementing a questionnaire. For that purpose, a sample of 180 officers were selected by applying (a) stratified random sampling method out of 337 officers employed in the District Secretariat Office in Galle. Fingerprint reports and other information sources of the officers are used to gather secondary data. (The) Collected data were analyzed by applying Multiple Regression Analysis. Through this study it was found that the officers not punctually report to their service and committing in overtime is the major influencing factor identified. In addition to that factors such as gender, job title held in the organization and parentage also influence the punctuality. Sanction to involve in overtime can be given only when there is necessity of time to accomplish tasks in deadline.

Keywords: *Attendance, Human Recourse, Punctually*

EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION
(With Reference to Seylan Bank)

F.A. Nizar^{1*}, N.C. Weeraratne¹ and R. Thivakaran²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*Marketing Department of Seylan bank PLC, Colombo*

Banking industry plays an essential role in the economic growth of a country. Increasing customer satisfaction is the major goal in the banking industry. Whereas Marketing plays a prominent role to achieve it. Today, social media has become a part of everyone's life. We can get anything at our fingertip using social media channels. Because it is the easiest way to interact and communicate with customers. Thus Seylan Bank uses nine social media channels and has won awards for best use of social media in numerous international competitions. The objective of this research is to investigate whether social media marketing influences on Seylan Bank's customer satisfaction and the sub objective is to find out the most influencing factors that affect customer satisfaction. Population of the study is the customers of Seylan Bank and 100 millennium branch customers are taken as the sample. Sample units are obtained using convenient sampling technique. A pre structured questionnaire is used to collect data and binary logistic regression was used to analyze the data. It was identified that eleven aspects of social media marketing influence on customers' satisfaction. They are; age, gender, relevance, quality, trustworthiness, feedbacks, awareness, connectivity, benefits, aesthetic and interest. Based on the logistic output, it was found that connectivity and relevance factors are the most influencing factors on customers' satisfaction of Seylan Bank. Therefore, social media relevance and connectivity should be improved to increase the bank's customer satisfaction.

Keywords: *Customer Satisfaction, Marketing, Social Media Marketing*

**DETERMINANTS OF UNDEREMPLOYMENT IN SRI
LANKA**
**(With Special Reference to Labour Force Survey, Sri Lanka,
2015)**

E.K.D.S. Dilrukshi^{1*}, N.M. Wijesekara¹ and K.K.C. Shiromalie²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Department of Census and Statistics, Sri Lanka*

Even though Sri Lanka is a country with a higher employment ratio, presence of underemployment adversely affects the economy of the country. This reflects an insufficiency in the volume of employment. Also this is called time-related underemployment. For diminishing the level of underemployment, it is essential to study the factors that cause underemployment and it will be a great help for policy makers as well as for the entire economy to address the economic issues related to underemployment. Therefore, this study mainly focuses on identifying the determinants of underemployment in Sri Lanka. Using stratified sampling technique, secondary data were used for the study which is assembled from Sri Lanka Labour Force Survey led by Department of Census and Statistics in 2015. Binary logistic regression model was utilized as the main analysis technique. Results of the study revealed that gender, occupational safety, age, marital status have an impact on underemployment. Elderly employees are underemployed as they are unable to work for many hours compared to younger employees. In that case, appointing elder employees need to be eliminated and working elder employees need to be fired appropriately. When the level of education is high, underemployment ratio is significantly low. Graduates are under employed when they are not offered with a proper employment opportunity. Therefore, workforce needs to be provided with better education and graduates need to be appointed for fitting jobs. Absence of a permanent employer is also a reason for increasing underemployment. Therefore, employees need to be appointed under permanent employers.

Keywords: *Employment, Underemployment, Visible Underemployment*

**IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT
ON ORGANIZATIONAL COMMITMENT
(With Special Reference to District Secretariat - Galle)**

R.A.N. Milani^{1*}, L.P. Himali¹ and P.A. Harirathne²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*District Secretariat ,Galle*

Gaining employee's commitment to an organization is still challenging and remaining as an issue in literature as well as in organizations. Following the issue, the study aimed to investigate the impact of perceived organizational support (co-worker support, supervisor support, organizational support) on dimensions of organizational commitment (affective, normative and continuance). The organizational context of the study was District Secretariat, Galle. Organizational commitment was measured by using 13 likert scale questions. Whereas perceived organizational support was measured by using 20 likert scale questions. Simple random sampling method was used to extract the 110 sample from 337 of population. Data were collected through a standard and validated questionnaire survey. Hypotheses were tested by using multiple regression analysis. Findings indicated that perceived organizational support has a significant positive effect on affective, normative and continuous organizational commitment. Confirming the previous findings, current study reveals that the organizational commitment is one of the most important phenomenon for the organization to be successful and perceived organizational support positively impacts on organizational commitment. This study makes a novel contribution to public sector which wants to keep and encourage their employees to work in the organization.

Keywords: *Organizational Commitment, Perceived Organizational Support, Tenure*

FACTORS AFFECTING ELECTRONIC BANKING

(With Special Reference to Bank of Ceylon, Tangalle Branch)

A.A.T. Nayomi^{1*}, N.C. Weeraratne¹ and B.A.E. Guruge²

¹*Department of Economics & Statistics, Sabaragamuwa University of
Sri Lanka*

²*Bank of Ceylon, Tangalle*

Developed countries are becoming more and more frequent in electronic banking with the objective of reducing the congestion in the physical banking environment whereas countries like Sri Lanka have a low level of access to electronic banking. The main purpose of this study is to identify the key factors that drive towards electronic banking services. Bank of Ceylon is holding a key role among the minorities of state banks that provide systematic customer service in commercial banking. Thereby, these Commercial Banks which operate on the consumer, have introduced the electronic concept for achieving the bilateral convenience. Therefore the Bank of Ceylon was selected to study the problems faced by customers when receiving the services. Primary data were collected through a questionnaire by selecting 100 sample units from the customers who come to BOC Tangalle branch under convenient sampling method to determine the factors affecting for satisfaction, understanding, awareness and sociological factors. The main objective is achieved by analyzing data using binary logistic method. According to the conclusion of the survey, most samplers were women (53%) and users of electronic services accounted for 20% of the respondents, accounting for 12% of men. Most people who are below the age of 30 years and are employed in the private sector are looking for services related to electronic banking. In comparison to the highest income level, the receivers of the income of Rs. 30000-50000 are high. According to the implications of the study, lack of awareness of services, linguistic issues, lack of internet facilities and lack of full confidence in services are identified as the factors for reducing the usage of electronic banking. It can be assumed that customer turnover can exceed by 50% by implementing a service awareness program, by affiliating several language mediums, easing service rates and by promoting the services in a way that is easily and quickly accessible.

Keywords: *Banking, Consumer Satisfaction, Electronic Banking*

IMPACT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION

(With Special Reference to People's Bank in Kirindiwela Branch)

M.A.N.C. Sandamali^{1*}, N.M. Wijesekara¹ and M.R.M. Rizvi²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*People's Bank, Kirindiwela Branch*

After the technical changes in 20th century, all the governments and the private sector organizations tried to adopt information and communication technology for their operating systems. In that period, banking sector tried to adopt this technology with the hope of providing a good and quality service for their customers. This study mainly focuses on identifying the impact of electronic banking on customer satisfaction. Primary data were used for this study and data were collected through a structured questionnaire using convenience sampling method. Sample size was 150 customers of Peoples' Bank in Kirindiwela Branch who used electronic banking for their transactions. Data was analyzed by using Binary Logistic Regression Model. Electronic banking has been categorized as ATM, SMS Banking and Direct Deposit Machine, while customer satisfaction was classified as service fees, customer services and service quality, customer safety and loyalty. Results revealed that electronic banking has a positive impact on customer satisfaction and ATM creates a great impact on customer satisfaction. Further, demographic factors, age, income, marital status and education level have an influence on the customer satisfaction. Within the age group 31-41 years higher proportion are in satisfied level than the other age groups. And also, males have more satisfaction about e-banking than females. Married people are more likely to do their transactions using electronic banking system than unmarried customers. Customers who are in higher education category, working in garment sector and whose income level is in between Rs. 30000-50000 have a higher preference to use electronic banking system for their transactions.

Keywords: *Customer Satisfaction, Electronic Banking, Direct Deposit Machine*

**A STUDY OF FACTORS AFFECTING THE TREND OF
MOVING SUGARCANE FARMERS TO THE ALTERNATE
CROPS**

(With Special Reference to Sevanagala Sugar Mill Area)

K.H.S.P. Priyanandana^{1*}, N.M. Wijesekara¹ and K.A.D. Kodithuwakku²
*¹Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²Sugar Research Institute, Sevanagala

Sugarcane cultivation in Sevenagala sugar mill area is carried out by settlers under irrigated and rain-fed conditions. Farmers are obliged to cultivate their lands with sugarcane and supply cane to the factory. Recently, farmers have started diverting their cane lands to other crops, such as banana (*Kolikuttu, Embul*) and paddy, especially in the irrigated sector. Nearly twelve percent of cane lands have been converted to other crops during the last year. Moving farmers away from sugarcane in the irrigated sector of Sevenagala has adversely affected the cane supply of the factory. Therefore, this study mainly focuses on identifying the factors that influence the trend of moving sugarcane farmers to the alternate crops. There are two thousand ninety-two farmer families within the irrigation sector of Sevenagala, the sample of one hundred twenty farmers were selected by using convenience sampling method through a structured questionnaire. Binary logistic regression model was utilized as the main analysis technique. Results revealed that the income of the farmers and labour shortage have a significant influence on diverting sugarcane lands into other crops. The main reason for this shifting is the high profitability of banana cultivation, because net annual income of banana cultivation is higher than five times compared to sugarcane.

Keywords: *Income, Labour Shortage, Sugarcane*

STUDYING THE FACTORS THAT AFFECT PRE MATURE WITHDRAWALS FROM FIXED DEPOSIT

(With Reference to Sampath Bank-Gampaha Super Branch)

K.U.S.G. De Silva^{1*}, N.C. Weeraratne¹, and P.P. Gunasena²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Sampath Bank, Gampaha Super Branch*

A fixed deposit (FD) is a financial instrument provided by banks or NBFCs which provide investors a higher rate of interest than a regular savings account, until the given maturity date. It may or may not require the creation of a separate account. The purpose of this study was to investigate the factors effect on Premature withdrawals from fixed deposit at Sampath Bank Gampaha Super Branch. The study was guided by two research questions. They were; What are the most important factors affecting to the premature withdrawal from fixed deposits? What are the ways of reducing the rate of premature withdrawal from fixed deposits? The main objective of this analysis is to investigate the factors effect on premature withdrawals from fixed deposits. Population of this study consists of all the customers who have opened fixed deposits in the year of 2015. From that it has been selected as a representative sample for the research purpose. The research was analyzed by chi square test and binary logistic regression. Primary data were collected through questionnaires and telephone interviews. The study revealed that the awareness, customer satisfaction and financial factors will affect for the premature withdrawals.

Keywords: *Binary Logistic, Fixed Deposit, Premature Withdrawals, SPSS*

IMPACT ON SELF-EMPLOYMENT IN THE HOUSEHOLD INCOME

D.M.D.M. Dissanayaka^{1*}, D.J. Jagoda¹ and R.A.G.P.K. Ranaweera²

¹*Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka*

²*SANASA Development Bank, Maho*

Self-employment is a situation in which an individual works for himself/herself instead of working for an employer that pays a salary or a wage. A self-employed individual earns his/her income through conducting profitable operations from a trade or business that he/she operates directly. Currently, many people in the world have a tendency to self-employment. They can also be seen in low-income countries and middle income countries. The same thing is happening in Sri Lanka as well. By now, there has been a significant increase in the number of the self-employed in Sri Lanka. In 1990, the percentage of self-employment was 44.8% and it has been increased to 46.2% by 2013 (World Bank report 2014). The main objective of this study was to investigate the impact of self-employment on their household income. The specific objective was to identify the impact of self-employment type on their income. Primary data of this research were collected through a questionnaire. A sample of 100 people among 250 who have obtained a loan under *Saubhagya* loan scheme for self-employment 2016 by SANASA development Bank – Maho was selected using simple random sampling method . Paired T Test was used to reach the main objective of this study. Further, an analysis of Variance (ANOVA) was used to achieve the specific objective. According to analysis, the study identified a significant difference in household income before and after self-employment. Similarly, it was found that the type of self-employment, following relevant courses and having a training or instructions were also caused differences in the income.

Keywords: *ANOVA, Household Income, Paired T test, Saubhagya Loan Scheme, Self-employment*

FACTORS AFFECTING EMPLOYEES' SATISFACTION

**(With Special Reference to Cargills Food City PLC,
Kiribathgoda)**

R.M. Udara^{1*}, D.J. Jagoda¹ and K.C. Ariyasinghe²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*Cargills Food City, Kiribathgoda*

Job satisfaction is a measure of workers' contentment with their job. Today, every country in the world has paid attention to employee satisfaction of a company. Specially, the satisfied employees are partial to their job in any condition. They never give up their job. Thus, it is very important to keep satisfied employees for the improvement of their company. Then, job satisfaction is a very significant topic for both sides of employees and the company. Hence, the main objective of this study was to identify the factors that affect to job satisfaction of Cargills Food City PLC. For this, primary data were collected through a questionnaire. A sample of 100 employees were selected using cluster sample method out of the employees who are working at the branches of Cargills Food City PLC in Kiribathgoda, Bulugaha, Dalugama, Waththala and Ja-Ela. Binary Logistic Regression Analysis was used to achieve the main objective. At the end of this research, salary, management and social status and service time were identified as the factors which affect for employee satisfaction of Cargills Food City PLC.

Keywords: *Binary Logistic Regression, Cargills Food City, Employee Satisfaction*

A STUDY OF THE BEHAVIOUR OF DIAMOND RE-EXPORT MARKET IN SRI LANKA

C.P. Abeysekera^{1*}, U.S. Thathsarani¹ and C. Kurupumullage²

¹*Department of Economics and Statistics, Sabaragamuwa University of
Sri Lanka*

²*National Gem and Jewellery Authority, Colombo 03*

Diamond is one of the world's famous gemstones. Reasons for the popularity of diamonds is because it is highly demanded in fashionable market, custom and aggressive marketing by diamond producers. Apart from that, its optical properties and its reaction to light are the causes increasing the popularity of Diamonds. Diamond can be identified as an imported raw material which is used to process in Sri Lanka by adding a value through cutting and studding in jewelry. Sri Lankan Diamond re-export industry has a history of 3 decades. Though before 2013 Diamond re-export were stable, after 2013 with the collapsed of Blue Diamond Limited, Sri Lankan diamond re-export industry marked serious decline and it was badly affected in the export performance targets in Sri Lanka. At the present scenario, market place of Blue Diamond Limited was taken over by Diamond Cutters Limited. Therefore the main objective of this study is to identify the behavior of diamond re-export market in Sri Lanka and recommended solutions to overcome the tribulations. Apart from that, this study identifies the global economic trends in diamond industry, factors which relate to diamond re-export as well as the future risk in diamond industry in Sri Lanka. Secondary data from 2010-2017 were collected from the National Gem and Jewelry Authority. Data were analyzed using time series analysis and multiple regression method. With the examination of past 7 years data Belgium and Israel was the leading diamond re-exporting countries in Sri Lanka. For the year 2017 also Belgium was the top Diamond re-export country in Sri-Lanka. This study found that the diamond re export market will face some difficulties for future 5 months and variables such as carat weight and exchange rate have a significant relationship with diamond re-export.

Keywords: *Diamond Re-export, SARIMA, Winters' Multiplicative Mode*

THE INFLUENTIAL FACTORS FOR HOUSEHOLD INCOME

B.M. Harshani^{1*}, D.J. Jagoda¹ and K.K.C. Shiromalie²

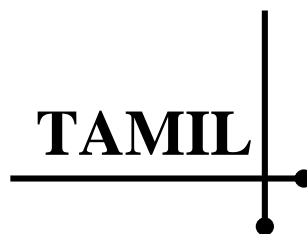
¹Department of Economics and Statistics, Sabaragamuwa University of Sri Lanka

²Department of Census & Statistics

Each and every householder wants some money to spend for their day to day life. They earn money in different ways, such as from government jobs, semi government jobs, private employment and self-employment. Household income is the cumulative income of people who are resident in a particular place. Household income is generally affected by three factors, namely regional characteristics, community level characteristics, household and individual characteristics. In Sri Lanka, household income was Rs.30, 400 in year 2009/10 and Rs.45, 878 for year 2012/13. There was no significant gap between these two years. The purpose of the research was to identify the influential factors that affected household income. Secondary data were gathered from the household income and expenditure survey 2012/13 which was conducted by the Department of Census and Statistics in Sri Lanka. According to that, 25,000 householders were considered. In this study, education level, health status, gender, nationality, marital status, race, occupation level, districts and provinces were considered as independent variables whereas household income was considered as the dependent variable. Multiple regression analysis was used to achieve the main objective. As a result of this study, urban sector, graduated, semi-government sector and private sector were identified as the highest positive influential factors in household income.

Keywords: *Household Income, Income Distribution, Regression, Secondary Data*

TAMIL



**A STUDY OF THE POETIC LITERATURE OF
MANNIPULAVARMARUTHUR A. MAJEETH**

A.R.F. Rumaisa^{1*}, S.R. Devakumari¹ and N. Sudharsini¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

This research has been conducted under the topic ‘A Study of the Poetic Literature of ManipulavarMaruthurA.Majeeth’ for the final year BA special degree program of Sabaragamuwa University of Sri Lanka. Maruthur A. Majeeth is one of the poets who supported immensely and contributed to the growth of Sri Lankan Tamil poetry. He has contributed to Tamil literature in numerous ways such as in poetry, essays, stage speeches, radio broad casting, etc. However, there are no researches conducted about him so far. Therefore, this research was conducted regarding his contribution to Tamil literature. Both primary and secondary data collection methods were applied, in order to get sufficient information. Primary data were collected from poems of Maruthur A. Majeeth such as Pannirkuthalumsanthanpporrvaikum, Muddamarukumvelihalumthudikumithayamum, and Kooilmadam hotel punnaium. Secondary data were collected through interviews and literature reviews. Historical approach, annotation approach, and documentary approach were used to analyze the data. The poet Maruthur A. Majeeth who has a sound knowledge of writing both traditional and modern poems and also possesses the ability to compose poems which can reflect the wishes and desires of the society. This study elaborated that, Maruthur A. Majeeth’s has applied reality, truth, sound-concept, word-simplicity, thought of feelings and in addition has inserted new strategies that are used in modern poetry in appropriate ways in his work. Along with that, this study also highlighted the strengths and weaknesses of his poems in a critical way. This research has examined the contribution of Maruthur A.Majeeth towards the development of poetry literature in Sri Lanka and has tried to help other prominent researchers to go for more researches about Maruthur A.Majeeth’s poetic literature in future.

Keywords: *Literature, Traditional Poems, Modern Poems, Strategies and Critic*

A SOCIO CULTURAL STUDY OF RIDDLES
(A RESEARCH BASED ON KORALAI Pattu)

M. Pathmini^{1*}, S. R. Devakumari¹ and N. Sudharsini¹

¹Department of Languages, Sabaragamuwa University of Sri Lanka

Folk literature, which has been orally transmitted from one generation to the next, portrays the inner emotions of village folks in a raw manner. Riddles pertain to a subcategory of folk literature. The village folks improved their knowledge, creativity, imagination, and thinking skills through these riddles. A riddle usually takes form of a question and puts forth as a puzzle to be solved. The present research has been conducted with regard to Koralaipattu, based on the research problem “Do the riddles of Koralaipattu area, express the socio-cultural aspects?” Accordingly, the purpose of this study has been to find out and analyse the riddles which mirror the socio-cultural features of Koralaipattu. Riddles that are collected through the field work were used as the primary data for this study. Books, magazines, and articles written on riddles, were employed as secondary data. The field analysis and analytical study are the tools of data analysis that are used as the methodology of this study. The analysed data of this study is explained with the use of three approaches, namely socio-cultural approach, historiography approach, and comparative approach. The riddles that were written by the earlier generations were high reflective of the contemporary society in comparison to the ones that were written later. These riddles express socio-cultural features of Koralaipattu. The finding of this study suggests that the socio-cultural features that are identified within riddles have an impact on Koralaipattu division.

Keywords: *Socio Cultural Aspects, Riddles, Folk Literature, Verbal Literature of Koralaipattu*

TAMIL POETICAL NATURE OF CINEMA SONGS

(Based on N.Muththukkumar, Thamarai, Madhankaarki and Kapilan)

V. Narmitha^{1*}, R. Devakumari¹ and N. Sudharsini¹

¹*Department of Languages, Sabaragamuwa University of Sri Lanka*

Cinematic art plays an important role in the fast growing season. Cinema songs have a unique role in the field of cinema industry and as a result of it, films without songs are rarely seen that is the power of the musical songs currently the lyricists inspire the sights, pleasure and feelings through their songs the lyrics are poetry and sensitivity. The common opinion of today screening songs are stimulate the psychosomatic, provoking sexual feelings and words saying unrealistic hardest features however, beyond the above criticism, research problems is proposed as studying the poetical nature of cinema songs on the basis of lyrics writing by Madhankaarkki, Muththukkumar, Thamarai and kapilan to show there are so many poets who makes literary creations. The objectives of this research are to identify the growing lyricist, to reveal the greatness of poetry, and the creativity of the lyricist. The fundamental source of this studies are songs of lyricists such as Kabilan, N. Muththukkumar, Mathankarky , and Thamarai. The secondary data of this study are creations of poets, studies related to cinema songs, reviews, criticisms, and interviews. The hypothesis of this study is that there are excellent lyricists among Indian lyricists who can provide best songs with poetic nature. Literacy and linguist approach, descriptive approach study, comparative study, and aesthetic method have been used in this study. Accordingly, the poetic nature of cinema can be understood from this research.

Keywords: *Poetic, Cinema Songs, Lyricists, Lyrics*