



PROCEEDINGS

SAEGIS INTERNATIONAL RESEARCH SYMPOSIUM - 2023

"SRI LANKA'S RECOVERY & THE FUTURE OF GLOBALIZATION"

Organized by
Saegis Campus, Nugegoda, Sri Lanka

20th July 2023



Saegis International Research Symposium 2023

“Sri Lanka’s Recovery and the Future of Globalization”

Symposium Proceedings

20th July 2023

**Organized by
Saegis Campus
Nugegoda, Sri Lanka**

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Table of Contents

Message from the Chairman	1
Message from the Vice Chancellor	2
Message from the Deputy Vice Chancellor	3
Message from the Keynote Speaker	4
Message from the Symposium Chair	5
Message from the Dean, Faculty of Management, Humanities & Social Sciences & Postgraduate Studies	6
Message from the Dean, Faculty of Computing	7
Invited Address	8
Short Biography of Dr. Christopher Russell	9
Can Global Digital Nomads Help Drive Sri Lanka's Recovery?	10
Programme of the Inauguration Ceremony.....	11
Agenda of the Inauguration Ceremony	12
Panel Presentations and Discussions	13
Session 01 - Business Management and Economics (A).....	14
Session 02 - Business Management and Economics (B).....	15
Session 03 - Information and Communication Technology.....	16
Session 04 - Humanities and Social Sciences.....	17
Abstracts	18
Business Management and Economics.....	19
STUDENT AS A CUSTOMER: EXPLORING THE IMPACT ON STUDENT SATISFACTION AND EDUCATIONAL QUALITY - <i>Herath, S. P., Jayasinghe, K. A.</i>	20
IMPACT OF SALES PROMOTIONAL ACTIVITIES ON CONSUMERS' IMPULSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO SUPERMARKETS IN COLOMBO DISTRICT - <i>Weerasinghe, L. T. K. and Gamage, T. C.</i>	21
DEVELOPING THE SRI LANKAN BLUE ECONOMY - <i>Gunasekara, A. N. N. M.</i>	22
FACTORS INFLUENCING BUYING INTENTION OF SMART MOBILE PHONES AMONG THE YOUTH GENERATION IN SRI LANKA - <i>Divyanjalee R. A. D. A.</i>	23
ACCOUNTING INFORMATION AND STOCK PRICE REACTIONS OF LISTED COMPANIES IN THE COLOMBO STOCK EXCHANGE - <i>Dharmathilake, K. A. P. U.</i>	24
ASSESS THE IMPACT OF SERVICE QUALITY ON STUDENTS' SATISFACTION AT PRIVATE UNIVERSITIES IN SRI LANKA, A CASE STUDY OF SAEGIS CAMPUS - <i>Herath, S. P., Jayasinghe, K. A.</i>	25
DETERMINING WILLINGNESS TO BUY SERVICES OF PROPOSED BUSINESS TO ASSIST BUSINESS FAILURES AND HARDSHIPS - <i>Liyanage, C. D.</i>	26
FACTORS AFFECTING THE ADOPTION OF E-LEARNING SYSTEMS AMONG BANKING ASSISTANTS - <i>Gayani, A. A. K.</i>	27
STRATEGIC IMPROVEMENT OF A PRIVATE SECTOR BANK TO ATTAIN BUSINESS RESILIENCE THROUGHOUT THE PANDEMIC - <i>Pinthu, M. D.</i>	28

MAGICAL NIGHTS: WINTER TOURISM THROUGH LIGHT TRAILS - <i>Jane Lovell and Nitasha Sharma</i>	29
FINANCIAL RECOVERY STRATEGIES AFTER THE COVID-19 CRISIS: A SPECIAL REFERENCE TO A LEADING APPAREL MANUFACTURING COMPANY IN SRI LANKA - <i>Sandunitha, N. T.</i>	30
THE IMPACT OF OWNERSHIP STRUCTURE ON AGENCY COST: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA - <i>Fernando, D. N.</i>	31
Information and Communication Technology	32
USABILITY EVALUATION OF MOBILE BANKING APPLICATIONS USER INTERFACES IN SRI LANKA - <i>Korala, C. S. G.</i>	33
APPLICABILITY OF DISTRIBUTIONAL SEMANTICS TOWARDS SINHALA LANGUAGE - <i>Navoda K. H.</i>	34
Humanities and Social Sciences	35
REVIEW: SRI LANKAN LABOUR LAWS FOR EMPLOYEES WORKING FROM HOME - <i>Dharmawardhana, B. C.</i>	36
THE ASSOCIATION BETWEEN PERSONALITY TRAITS AND SUBSTANCE USE AMONG ADVANCED LEVEL STUDENTS IN WESTERN PROVINCE, SRI LANKA: CROSS-SECTIONAL STUDY - <i>Charuni, T. M. J., Deva Adithya, L. M. D. and Jayamaha, A. R.</i>	37
IMPACT OF EXPLICIT READING STRATEGY INSTRUCTION ON LITERAL READING COMPREHENSION OF ESL LEARNERS IN A STATE SCHOOL IN SRI LANKA - <i>Kariyawasam Warugodage, Y. S. A.</i>	38
THE ATTITUDE OF GEN Z UNDERGRADUATES TOWARD DIVERSITY AND INCLUSION IN HIGHER EDUCATION IN SRI LANKA. - <i>Gunathilake, K. A. S. S.</i>	39
A STUDY ON THE SELECTION OF ENGLISH LITERATURE BY THE SECOND LANGUAGE LEARNERS - <i>Bandara, W. G. W. S. U.</i>	40
A CONTENT ANALYSIS ON THE SYNTACTIC FEATURES OF SRI LANKAN ENGLISH IDENTIFIABLE IN SELECTED SRI LANKAN ENGLISH DRAMAS (SCRIPTS) - <i>Chandranath, C. T. D.</i>	41
THE IMPROVEMENT OF THE WRITING SKILL IN ENGLISH AS A SECOND LANGUAGE THROUGH A STUDY OF VENDOR OF SWEETS BY R. K. NARAYAN <i>Dissanayake, N. A.</i>	42

THE CAUSES BEHIND THE ERRORS RELATED TO PATTERNS OF PREPOSITIONS OF PLACE AMONG SECOND LANGUAGE LEARNERS IN ENGLISH - <i>Abeyratne, D. M. U. P.</i>	43
TOWARDS A SHIFT IN TEACHING TECHNICAL TERMINOLOGY: EXAMINING CHALLENGES AND METHODOLOGICAL CONSTRAINTS <i>Dr. M. A. S. P. Manchanayaka</i>	44

Message from the Chairman Saegis Campus

Research plays a key role in the development and progress of the Saegis Campus and our nation as a whole. It is through research that we uncover new knowledge, drive innovation, and address critical challenges facing our society. As the Chairman of Saegis Campus, I emphasize the utmost importance of research in shaping our institution's academic excellence and contributing to national development.

Research is the basis for advancements in various fields, ranging from technology and healthcare to economics and social sciences. By fostering a research culture at Saegis Campus, we empower our students and faculty to explore uncharted territories, seek solutions to pressing issues, and contribute to the betterment of our nation. Through rigorous and impactful research, we can unlock new possibilities, drive economic growth, and enhance the quality of life for our citizens.

Furthermore, research provides the platform for Saegis Campus to collaborate with industry partners, government bodies, and community stakeholders. By engaging in research projects and partnerships, we bridge the gap between academia and real-world applications, ensuring that our research outcomes have a direct impact on national development. This collaboration fuels innovation, facilitates knowledge transfer, and enables us to contribute to national policies and strategies that shape our country's future.

In conclusion, research is not only a core pillar of the Saegis Campus but also a driving force behind national development. By fostering a research-driven environment, we equip our students with the skills and mindset needed to tackle complex challenges, innovate, and contribute to the progress of our nation. Let us embrace the transformative power of research and work together to make a lasting impact on our society and beyond.

Thank you.

**Bandara Dissanayaka,
Chairman - Sakya Group of Companies**



Message from the Vice Chancellor Saegis Campus

Research is the driving force behind the success and growth of Saegis Campus. It is through research that Saegis Campus strengthens its position as a leading educational institution, fostering a culture of innovation and intellectual curiosity. Research plays a crucial role in enhancing the academic experience for students, empowering them with the skills, knowledge, and critical thinking abilities needed to thrive in a rapidly evolving world.

The importance of research for the Saegis Campus goes beyond the academic realm. It enables the institution to make significant contributions to industry, society, and the broader community. By conducting impactful research, Saegis Campus can address pressing societal challenges, drive economic growth, and contribute to the development of innovative solutions. Through research collaborations and partnerships, the campus can forge strong connections with industry leaders and community stakeholders, ensuring the relevance and impact of its research initiatives.

Moreover, research elevates the reputation and visibility of the Saegis Campus. By producing high-quality research publications, engaging in interdisciplinary collaborations, and showcasing groundbreaking discoveries, the campus becomes recognized as a centre of expertise and intellectual leadership. This enhances its ability to attract top-tier faculty, exceptional students, and valuable research funding, further strengthening its research capabilities and overall academic standing.

In summary, research is a fundamental pillar of the Saegis Campus, fueling its growth, relevance, and impact. By embracing research as a core component of its mission, Saegis Campus can continue to provide an exceptional educational experience, foster innovation, and contribute to the advancement of knowledge for the betterment of society.

Professor Nalaka Jayakodty



Message from the Deputy Vice Chancellor Saegis Campus

It is with great pleasure that I issue this message for the Saegis International Research Symposium-2023 (SIRS-2023) of Saegis Campus, celebrating a decade of service to education in the country. I am delighted to see the progress made by the Saegis Campus during this period.

This symposium will be a convergence of leading minds in the fields of Management, Computing, and Social Sciences at a platform for insightful discussions, knowledge sharing, and collaboration opportunities, as well as encouraging interdisciplinary research among researchers in different disciplines. Any country needs researchers with sound knowledge of the fundamentals and applications of any subject. There is no argument that a great majority of the members of the Saegis Campus can conduct research in their fields of interest to international standards. However, for a developing country like Sri Lanka, more work in interdisciplinary research is the key to long-term planning and development for an economic recovery.

Research and development activities contribute to economic growth by driving innovation, productivity, quality, and competitiveness. Research improves the efficiency and effectiveness of industries, creates new opportunities, and opens new avenues for further development, leading to a higher standard of living. Ultimately, research plays a crucial role in improving the quality of life and advancement of humanity.

I thank the reviewers, participants, organizing committee and all staff who contributed to the success of SIRS - 2023.

Senior Professor W. G. D. Dharmaratna



Message from the Keynote Speaker

Research is the cornerstone of universities, playing a pivotal role in their pursuit of academic excellence and societal impact. It is through research that universities expand the boundaries of knowledge, fuel innovation, and address the complex challenges of our time. Research provides a platform for faculty, researchers, and students to explore, discover, and create, fostering critical thinking, problem-solving skills, and intellectual growth.

The importance of research for universities extends beyond the academic disciplines. It fuels economic development by driving technological advancements, fostering entrepreneurship, and attracting investments. Moreover, research enables universities to forge partnerships with industries, governments, and communities, addressing pressing social issues and contributing to sustainable development. Through research, universities make meaningful contributions to society, driving positive change and improving the lives of individuals and communities.

Furthermore, research enhances the reputation and global standing of universities. It positions them as hubs of knowledge, attracting top talent, and fostering a vibrant intellectual community. Research publications, collaborations, and breakthrough discoveries enhance the visibility and recognition of universities, reinforcing their role as thought leaders and influencers in their respective fields.

In summary, research is the lifeblood of universities, propelling them forward, and shaping their impact on society. It empowers students, fuels innovation, and drives societal progress. As we gather at the Saegis Campus International Research Symposium, let us celebrate the power of research and reaffirm our commitment to advancing knowledge, inspiring new ideas, and making a lasting difference in our world.

Senior Professor Thusitha Abeyunga



Message from the Symposium Chair

Research holds immense significance in the modern world, and its impact on improving the quality of life cannot be overstated. As we navigate a rapidly changing society, research becomes a necessity for progress and development. Its importance is magnified when we consider its role in enhancing the quality of life for individuals, communities, and nations at large.

Through research, we gain a deeper understanding of the challenges we face and find innovative solutions to address them. It allows us to explore new technologies, medical advancements, sustainable practices, and social policies that can lead to significant improvements in various aspects of life. By investing in research, we unlock the potential for breakthrough discoveries, which have the power to transform industries, revolutionize healthcare, protect the environment, and enhance overall well-being.

Research plays a crucial role in national development by driving economic growth, fostering innovation, and shaping public policies. It empowers nations to identify and leverage their strengths, tackle pressing societal issues, and establish a competitive edge on the global stage. Through research-driven initiatives, nations can optimize resource allocation, develop effective strategies, and address socioeconomic disparities. By prioritizing research, nations can cultivate a knowledge-based economy, attract investments, and enhance the living standards of their citizens, ultimately leading to comprehensive national development.

In conclusion, research is not only a necessity in the modern world but also a powerful catalyst for improving the quality of life. It enables us to push the boundaries of knowledge, find sustainable solutions, and drive positive change. By embracing research and its integral role in national development, we can create a brighter future, where innovation thrives, communities flourish, and the overall well-being of individuals is significantly enhanced.

Dr. Susil Manchanayaka



Message from the Dean

Faculty of Management, Humanities & Social Sciences and Postgraduate Studies

Dear researchers,

On behalf of the Faculty of Management, it is my pleasure to write a message to the Saegis Campus International Symposium proceedings. This gathering of brilliant minds from around the world promises to be an extraordinary opportunity for knowledge exchange, intellectual growth, and the exploration of innovative ideas.

Our world is evolving at an unprecedented pace, presenting both challenges and opportunities for the field of management, science, technology, and humanities. As leaders in academia, it is our responsibility to adapt, question, and redefine our understanding the ever-changing dynamics of the global research landscape.

This symposium serves as a platform for scholars, researchers, and practitioners to delve into cutting-edge research, share valuable insights, and ignite stimulating discussions. By fostering collaboration and intellectual dialogue, we aim to inspire transformative solutions that will shape the future of management practices.

Throughout the proceedings, you witnessed a diverse range of topics, spanning areas such as organizational behaviour, strategic management, entrepreneurship, and sustainable business practices, education, linguistics, and computer science. The contributions of our esteemed presenters will undoubtedly broaden our perspectives, challenge conventional wisdom, and offer fresh perspectives on critical issues.

As we engage in this intellectual journey, let us embrace the spirit of curiosity, open-mindedness, and collaboration. Let us seize this opportunity to build connections, cultivate new friendships, and establish lasting partnerships.

I extend my deepest gratitude to the organizing committee, the reviewers, and the participants for their invaluable contributions in making this symposium a resounding success. I am confident that the Saegis Campus International Symposium Proceedings will serve as a testament to our collective commitment to advancing knowledge in the field of management.

May this event be a catalyst for transformative ideas and lasting impact.

Warm regards,

Dr. Krishani Jayasinghe



Message from the Dean

Faculty of Computing

Dear colleagues and researchers,

It is with great pleasure and excitement that I write a message for Saegis Campus International Research Symposium. As the Dean of the Faculty of Computing and Technology, I extend a warm welcome to all participants and express my gratitude for your valuable contributions.

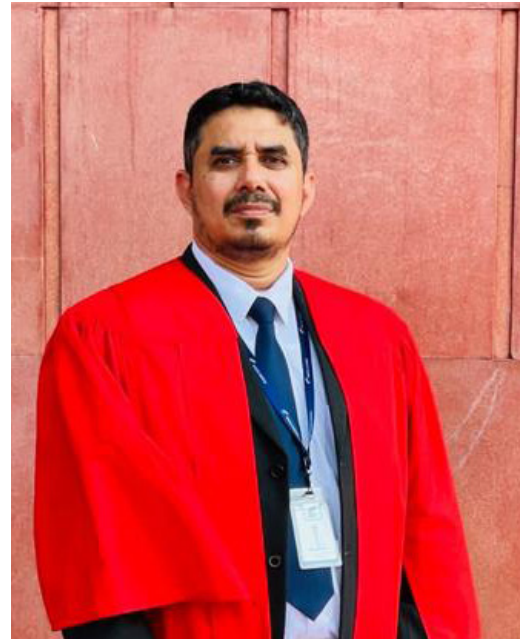
Our symposium aims to bring together researchers, scholars, and industry experts from around the globe to exchange knowledge and ideas in the field of Computing and Information Systems, and all other related academic disciplines. This event serves as a platform to highlight innovative research, foster collaborations, and inspire innovation.

With a diverse range of topics including artificial intelligence, data science, cybersecurity, and software engineering, the symposium promises to be a dynamic and intellectually stimulating gathering. We have carefully curated a series of keynote speeches, panel discussions, and presentations to provide a comprehensive understanding of the latest advancements in computing.

I encourage all attendees to actively engage in thought-provoking discussions, seize networking opportunities and explore potential avenues for future research collaborations. The symposium serves as a catalyst for knowledge dissemination and a stepping stone towards transformative breakthroughs in the world of computing.

Warm regards,

Mr. Mohamed Azeem



*Invited
Address*

Short Biography

Dr Christopher Russell

Dr Christopher Russell has been Director of Christ Church Business School, part of Canterbury Christ Church University in the UK, since 2018. Previously he was at Cardiff Met for fifteen years, rising from being a Lecturer in Information Systems to a Principal Lecturer and Head of Department for Accounting, Economics and Finance. Before that he worked at Orange and France Télécom R&D and as a researcher at the University of Oulu in Finland. His core academic research examines information and communications technologies in atypical professions or contexts, by conducting ethnographies and drawing upon concepts from critical theory.

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Can Global Digital Nomads Help Drive Sri Lanka's Recovery?

Dr Christopher Russell

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Digital nomads are rapidly increasing in number. By 2022, there were an estimated 35 million digital nomads worldwide, with 1 billion projected by 2035 (Lytton, 2022). Whilst understood in the literature to be freelancers and independent contractors, in the US the number of digital nomads with traditional jobs has more than tripled to 11.1 million, two-thirds (66%) of their total of 16.9 million (MBO Partners, 2022). Further, research to date has been through social media scraping, rather than interview and observation, and focused either on their work or life but not how the two interact.

Based on fieldwork conducted directly with digital nomad in Greece and Bulgaria, and the extant literature, this paper considers digital nomad employees as both tourist and expat worker: dual identities which shape the facilities they require, services they consume and relationships they form. It goes on to outline the potential for global digital nomads to help drive Sri Lanka's recovery.

*Programme of the
Inauguration
Ceremony*

Agenda of the Inauguration Ceremony

08.55 am - Arrival of Invitees

09.00 am - Lightning of the Oil Lamp

09.10 am - Welcome Note

Dr Susil Manchanayaka, Symposium Chair

09.15 am - Objective and Scope of Symposium

Professor Nalaka Jayakody, Vice Chancellor – Saegis Campus

09.20 am - Introductory Remarks

Senior Professor W.G.D Dharmaratna, Deputy Vice-Chancellor – Saegis Campus

09.25 am - Launching the Symposium Proceedings on the Web

Professor Nalaka Jayakody, Vice Chancellor – Saegis Campus

09.30 am - Address by the Keynote Speaker

Professor Thusitha U. Abeytunga

Senior Professor, Department of Chemistry – University of Colombo

09.50 am - Address by the Guest of Honour

Dr Christopher Russell, Director – Canterbury Christ Church University – UK

09.55 am - Vote of Thanks

Ms Nirikshani Mendis, Co-Secretary – SIRS 2023

10.00 am - National Anthem

10.05 am - Refreshments

10.30 am – Presentation

*Panel Presentations
and Discussions*

Session 01 - Business Management and Economics (A)

- 10:30 – 10:45 hrs: Opening Remarks by the Panel Chair
- 10:45 – 11:00 hrs: Student as A Customer: Exploring the Impact on Student Satisfaction and Educational Quality.
Presentation by - Ms. Paramitha Herath
- 11:00 – 11:15 hrs: Impact of Sales Promotional Activities on Consumers' Impulse Buying Behaviour: With Special Reference to Supermarkets in Colombo District
Presentation by - Ms. Weerasinghe LKT & Gamage T
- 11:15 – 11:30 hrs: Developing the Sri Lankan Blue Economy
Presentation by - Ms. Nirikshani Mendis
- 11:30 – 11:45 hrs: Factors Influencing Buying Intention of Smart Mobile Phones Among The Youth Generation in Sri Lanka
Presentation by - Ms. Amaa Ranaweera
- 11:45 – 12:00 hrs: Accounting Information and Stock Price Reactions of Listed Companies in The Colombo Stock Exchange
Presentation by - Ms. Pipuni Dharmatahilake
- 12:00 – 12:15 hrs: Assess the Impact of Service Quality on Students' Satisfaction at Private Universities In Sri Lanka
Presentation by - Ms. Paramitha Herath
- 12:15 – 12: 30 hrs: Awarding certificates

Session 02 - Business Management and Economics (B)

- 10:30 – 10:45 hrs: Opening Remarks by the Panel Chair
- 10:45 – 11:00 hrs: Determining Willingness to Buy Services of Proposed Business To Assist Business Failures and Hardships
Presentation by - Mr. C.D.Liyanage
- 11:00 – 11:15hrs: Factors Affecting the Adoption of E-Learning Systems Among Banking Assistants
Presentation by - Ms. Gayani Arumapperuma
- 11:15 – 11:30 hrs: Strategic Improvement of a Private Sector Bank to Attain Business Resilience Throughout the Pandemic
Presentation by - Mr. Pinthu M D
- 11:30– 11:45 hrs: Magical Nights: Winter Tourism Through Light Trails
Presentation by - Mr. Jane Lovell and Ms. Nitasha Sharma
- 11:45 – 12:00 hrs: Financial Recovery Strategies After the Covid-19 Crisis: A Special reference to a leading apparel manufacturing company in Sri Lanka
Presentation by - Mr. Thamindu Sandunith
- 12:00 – 12:15 hrs: Awarding certificates

Session 03 - Information and Communication Technology

- 10:30 – 10:45 hrs: Opening Remarks by the Panel Chair
- 10:45 – 11:00 hrs: Usability Evaluation of Mobile Banking Applications User Interfaces
In Sri Lanka
Presentation by - Korala C S G
- 11:00– 11:15 hrs: Applicability of Distributional Semantics Towards Sinhala Language
Presentation by - K H Navoda
- 11:15 – 11: 30 hrs Awarding certificates

Session 04 - Humanities and Social Sciences

- 10:30 – 10:45 hrs: Opening Remarks by the Panel Chair
- 10:45 – 11:00 hrs: Review: Sri Lankan Labour Laws for Employees Working From Home
Presentation by - Buddhini Darmawardhana
- 11:00 – 11:15 hrs: The Association Between Personality Traits and Substance Use
Among Advanced Level Students in Western Province, Sri Lanka:
Cross-Sectional Study
Presentation by - Charuni T M J
- 11:15 – 11:30 hrs: Impact of Explicit Reading Strategy Instruction on Literal Reading
Comprehension of ESL Learners in a State School in Sri Lanka
Presentation by - Kariyawasam Warugodage
- 11:30 – 11:45 hrs: The Attitude of Gen Z Undergraduates Toward Diversity And Inclusion In
Higher Education in Sri Lanka
Presentation by - Sasankaa Gunathilaka
- 11:45 – 12:00 hrs: A Study on The Selection of English Literature by The Second Language
Learners
Presentation by- Umayanthika Bandara
- 12:00 – 12:15 hrs: A Content Analysis on The Syntactic Features of Sri Lankan English
Identifiable In Selected Sri Lankan English Dramas (Scripts)
Presentation by- Thisali Chandranath
- 12:15 – 12:30 hrs: The Improvement of The Writing Skill in English as A Second Language
Through A Study of Vendor of Sweets by R. K. Narayan
Presentation by - N A Dissnaayaka
- 12:30 – 12:45 hrs: The Causes Behind the Errors Related to Patterns of Prepositions of Place
Among Second Language Learners in English
Presentation by - Udari Abeyrathna
- 12:45– 01:00 hrs: Awarding certificates

Abstracts

*Business Management
and Economics*

STUDENT AS A CUSTOMER: EXPLORING THE IMPACT ON STUDENT SATISFACTION AND EDUCATIONAL QUALITY

Herath, S. P.,¹ Jayasinghe, K. A.²

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This research paper examines the concept of students as customers in higher education and investigates its impact on student satisfaction and educational quality. Traditionally, higher education institutions have operated with a focus on academic content delivery and assessment, primarily viewing students as learners. However, with changing dynamics in the education landscape and increasing competition among institutions, there is a growing recognition of the importance of considering students as customers with unique needs, preferences, and expectations. The paper begins by discussing the theoretical underpinnings and debates surrounding the student-as-customer concept in higher education. It explores the arguments supporting and critiquing this perspective, addressing concerns related to the commodification of education and the potential shift away from academic values. The research methodology employed includes a mixed-methods approach, combining qualitative interviews and quantitative surveys. Qualitative interviews are conducted with students to gain insights into their perceptions of themselves as customers and their expectations from educational institutions. The quantitative surveys measure student satisfaction levels and gather data on various factors such as academic quality, teaching methods, support services, and institutional responsiveness. The findings of the study reveal that adopting a student-as-customer approach can have a significant impact on student satisfaction. Students who perceive themselves as customers tend to have higher expectations regarding the quality of education and the support services provided. Institutions that prioritize student needs, engage in two-way communication, and actively seek student feedback tend to have higher levels of student satisfaction. This research paper contributes to the ongoing discussion on the role of students as customers in higher education. It provides valuable insights for educational institutions aiming to enhance the student experience, improve educational quality, and adapt to the changing dynamics of the education landscape.

Keywords: Student, customer, satisfaction, service quality, education quality.

IMPACT OF SALES PROMOTIONAL ACTIVITIES ON CONSUMERS' IMPULSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO SUPERMARKETS IN COLOMBO DISTRICT

Weerasinghe, L. T. K.^{1} and Gamage, T. C.²*

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The supermarket industry is one of the fastest-growing business segments in Sri Lanka and there is an increasing demand for the supermarket concept. Evaluating factors influencing impulse buying behaviour related to supermarkets is the research topic and there are several studies which were conducted to identify consumer impulse buying behaviour. The primary intention of the research study is to evaluate the impact of sales promotional activities on the impulse buying behaviour of consumers regarding the supermarkets in the Colombo district. Under the research methodology, the positivism strategy and the deductive approach were selected to continue the study. The identified variables of sales promotional activities through the literature were price discounts, banded offers, and loyalty programmes. The dependent variable is consumers' impulse buying behaviour and the researcher selected 384 samples for data collection. The primary data and secondary data were used in the research study and the questionnaire is the source of primary data collection. The collected primary data is analyzed by using different statistical data analysis methods such as descriptive analysis, reliability analysis, correlation analysis and regression analysis. The data analysis indicated the positive and significant relationship between the independent variables of price discounts, banded offers, and loyalty programs and the dependent variable of consumer impulse buying behaviour. The calculated R squared value is 0.798 and it indicated that the consumer impulse buying behaviour in the supermarket industry of Sri Lanka depends on loyalty programs, banded offers, and price discounts by 79.8%. The supermarket industry can provide more price discounts, offers and loyalty programs to influence consumer impulse buying behaviour.

Keywords: Price discount, Banded offers, Loyalty programmes, Consumer impulse, Buying behaviour.

DEVELOPING THE SRI LANKAN BLUE ECONOMY

Gunasekara, A. N. N. M.

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The utilization of marine resources towards achieving sustainable economic development has got immense attention in recent years, especially in developing countries. Sri Lanka has also emphasized Blue Economy by encouraging maritime relationships with other regional countries. This paper examines the importance of achieving a Blue Economy, and Sri Lanka's economic potential to achieve the Blue Economy, identifies existing and potential challenges for Blue Economy and develops a management framework as a policy recommendation. This study employs both primary and secondary data sources. The key informants' questionnaires, in-depth interviews and focus group discussions to collect primary data using the snowball sampling method. Secondary data were collected from the review of policy documents and scholarly articles. During the interviews, interviewees were asked about their marine activities, and economic returns of marine resources in the coastal and marine waters of Sri Lanka. Additionally, the problems they encounter in the utilization of coastal resources and the expected government support was enquired. The content analysis method was used for the data analysis. The findings confirm that Coastal and marine resources are identified as the main drivers of the Blue Economy in Sri Lanka. The study emphasizes the importance of marine trade and commerce and the achievement of sustainable protection from natural disasters which also have economic returns which enhances the potential for Blue Economy Growth. The major challenges were rounded to, frequent sea level rise, climatic disasters, lack of knowledge about potential blue economy opportunities, environmental pollution, unnecessary human interferences, and lack of law enforcement are identified and they can be considered as the barriers towards the development of Blue Economy. Moreover, the results reinforce the argument in favour of expeditiously implementing effective multidimensional policy response on capacity development programs on potential sectors, improving infrastructure, and research and ocean governance while maximizing the blue economy specifically for business development systems in conjunction with access to finance initiatives for entrepreneurs. The study emphasizes the potential of the Blue Economy as an eye opener for the whole economic development to tap untapped growth potential.

Keywords: Blue economy, Marine resources, Multidimensional policy, Economic development.

FACTORS INFLUENCING BUYING INTENTION OF SMART MOBILE PHONES AMONG THE YOUTH GENERATION IN SRI LANKA

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As we are in the 21st century, the users of smart mobile phones are common in society. People use their smart mobile phones to do everything, and it makes their lives so easy and professional most of the time. This study has found out the factors which are influencing buying intention of smart mobile phones with special reference to the youth generation in Sri Lanka. To conduct the study, 5 main research objectives have been developed and to find out the objectives, the research examined the five most influencing factors namely, product quality and features, brand awareness, price, social influence and after-sales service. The research was conducted as a correlational study, in a quantitative manner as a cross-sectional survey. Among the sampled population, which is the youth population in Western Province, Sri Lanka, an online-based structured questionnaire has been shared since this study is used for online-based convenience sampling and the sample size was 196 respondents. And the researcher's interference was minimal, and the approach was positivist. The gathered data were analyzed using Microsoft Excel and Statistical Package for the Social Sciences (SPSS) software and the results were all established 5 hypotheses have been accepted and mentioned 5 factors have a positive and significant influence towards the buying intention of smart mobile devices among the youth generation in Sri Lanka. It is recommended to smart mobile phone manufacturers to re-think the updated version of their devices since that can attract more customers, manufacturer should carefully re-think their strategies when producing their products, marketing and distributing their products and should focus on brand positioning, brand personality, product design and differentiation and reasonable price of the product.

Keywords: Brand awareness, buying intention, price, smart mobile phones, social influence.

ACCOUNTING INFORMATION AND STOCK PRICE REACTIONS OF LISTED COMPANIES IN THE COLOMBO STOCK EXCHANGE

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The share price is a significant factor in the Sri Lankan economy. Since there are so many interested parties like investors, policymakers, portfolio managers, and stockbrokers, who are keen on the share price. Investors need to have knowledge and awareness about the factors which determine share prices to make the optimal investment decision in shares. Therefore, the objective of this study is to examine the impact of Accounting variables on the share prices of the Colombo Stock Exchange (CSE) in Sri Lanka. A sample of 50 non-financial companies listed in the CSE is examined using simple and multiple regression for ten years from 2011 to 2020 and data were analyzed using the EVIEWS 8.0 software. The study employed earnings per share (EPS), dividend per share (DPS), net asset per share (NAPS), and size of the firm (SOTF) as accounting independent variables where market price per share (MPS) was the dependent variable. The study has performed single and multiple regression models to examine the impact of Accounting variables on share price and the results reveal that earnings per share, dividend per share, net assets per share, and size of the firm are significantly positively related to the share price in Sri Lankan context. The findings of this study will help policymakers, investment decision-makers, portfolio managers, and share brokers to make better profitable investment decisions. Therefore, this study contributes to a better understanding of factors determining the share price of non-financial listing companies of CSE in Sri Lanka.

Keywords: Accounting variables, Share price, Colombo Stock Exchange.

ASSESS THE IMPACT OF SERVICE QUALITY ON STUDENTS' SATISFACTION AT PRIVATE UNIVERSITIES IN SRI LANKA A CASE STUDY OF SAEGIS CAMPUS

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The decision-makers must consider the service quality factors that contribute to the satisfaction of the relevant stakeholders and the students when assessing the impact of service quality of student facilities on satisfaction in private universities in Sri Lanka. Given the quantitative character of the study, the population of the research was the Saegis campus, and the sample size of 400 was chosen using random sampling. The mediator variable of perceived service quality as well as the dependent variable of satisfaction have been examined along with the independent factors of tangibility, reliability, responsiveness, assurance, and empathy. The research instrument used to gather the data for the study was a structured questionnaire because it was constructed quantitatively. The study suggests tangibility, dependability, responsiveness, certainty, as well as empathy, have an impact on service quality of student services on student satisfaction at Non-State Higher Education Institutes in Sri Lanka. Therefore, to improve the quality of student services and student happiness at private universities in Sri Lanka, private institute decision-makers need to consider the aforementioned factors.

Keywords: Customer, Service quality, Satisfaction, Higher education institute, Student.

DETERMINING WILLINGNESS TO BUY SERVICES OF PROPOSED BUSINESS TO ASSIST BUSINESS FAILURES AND HARDSHIPS

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Business failure is a scary thought for any entrepreneur, it's no surprise why many businesses and entrepreneurs see it as a challenge because research has shown the majority of businesses fail during the first 10 years. They fail due to a number of reasons, the most commonly highlighted ones are financial mismanagement, lack of capital and management issues. Through this research the main objective is to understand potential market needs, what factors greatly affect business to fail in Sri Lanka and above all on how to overcome this challenge and if this problem is another entry point for entrepreneurial innovation. This research is a combination of qualitative and quantitative research methods to understand the market condition. Research which was mainly done to understand if present entrepreneurs and future entrepreneurs need any help in their business work and an adjusted R Squared Value of 72.5% for the willingness to buy proves it. Variables such as Functional Value, Conditional Value and Emotional Value have significant contributions towards the willingness to buy. The majority of the survey respondents had less than 5 years of experience at 49.5% and the majority of the respondents selected bank loan as the go to financing method for the business at 46.5% followed by 20.8% to sell an asset. In general, it is known that most startup businesses don't earn profits as soon as they start trading thus bank loan could be a tricky option since if the business is unable to make minimum installments on time there comes the first problem for the business. As a solution, causes of failure, building a clear road map on how to steer a business at its early stage would be the main outcome of this research and also the business opportunity this problem creates in the industry of Finance and business consultation industry and is it feasible.

Keywords: Business failure, business startup, entrepreneur, Sri Lanka business, SME, new business.

FACTORS AFFECTING THE ADOPTION OF E-LEARNING SYSTEMS AMONG BANKING ASSISTANTS

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E-learning has emerged as a new way of learning and training in the workplace, benefiting from technological advancements. It provides a flexible learning platform for individuals, allowing them to learn at their convenience without time constraints. This study focuses on the e-learning system of a bank in Sri Lanka. The study aims to identify the factors that influence the usage of e-learning systems by banking associates. The researcher's findings validate the factors that affect this usage. The developed model incorporates social influence, perceived support, perceived self-efficacy, and computer anxiety as factors that impact the behavioural intention to use the e-learning system. A survey was conducted among 84 banking associates, and the collected data were analyzed using inferential statistics such as Pearson's Product Moment Correlation and Multiple Regression analysis. The study's main finding highlights that perceived self-efficacy has the most significant influence on the usage of e-learning systems, emphasizing individual factors. However, the significance of social influence as a predictor was not supported by the findings. The study also revealed a positive relationship between perceived support and behavioural intention, while computer anxiety showed a strong negative relationship. The proposed model provides valuable insights into the significant predictors that influence the e-learning system.

Keywords: Behavioural intention, computer anxiety, perceived self-efficacy, perceived support, social influence

STRATEGIC IMPROVEMENT OF A PRIVATE SECTOR BANK TO ATTAIN BUSINESS RESILIENCE THROUGHOUT THE PAN- DEMIC

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This study investigates the resilience strategies adopted by a private sector bank in response to the challenges posed by the COVID-19 pandemic and examines their short-term and long-term impacts on the organization. The global business and economic structure suffered a severe collapse following the arrival of the pandemic, resulting in business failures due to human resource shortages, supply chain disruptions, limited consumer reach, and decreased production. The researched bank also encountered similar difficulties and was compelled to adapt its business approaches to survive and sustain operations within a volatile market. As the Sri Lankan economy heavily relies on the banking industry, the bank implemented various crisis management strategies focused on recovery and resilience. This research aims to explore the success and continuity chance of resilience strategies implemented by the bank. A mixed methods approach will be employed, targeting the stakeholders of the bank as the population. The sample will consist of selected management and operational level employees, as well as customers of the bank. Convenience sampling will be used to select employees, while purposive sampling will be employed to select customers. Primary data will be collected through surveys and interviews, while secondary data will be gathered through a comprehensive literature review. Quantitative data will be analyzed using statistical analysis methods with the assistance of SPSS analytical software, while qualitative data will be analyzed using content analysis techniques. The findings suggest that the bank has successfully implemented resilience strategies, although some key modifications are required for long-term sustainability. The study's limitations were time and scope due to unexpected macro changes. This research contributes to the existing literature on crisis management and organizational resilience, providing insights for the banking industry, academics, and beyond.

Keywords: Banking industry, COVID-19, digitalization, resilience, strategy.

MAGICAL NIGHTS: WINTER TOURISM THROUGH LIGHT TRAILS

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This paper makes an original contribution to tourism research by how nature enhances technological immersion in the context of animism at winter light trails. The study offers an original view of light festival literature by considering their more-than-human, natural features such as local wildlife, the forests in which these events take place and the skylines above the event. Light trails are popular visitor attractions. They are often used during the winter months in cities, or on the grounds of historic properties to extend the tourist season, disperse visitors and attract new audiences to historic and natural sites. They are designed to be immersive phenomena, illuminating overlooked aspects of locations to bring the night to life for visitors. The study uses the theoretical framework provided by conceptualising 'new animism' (Ingold, 2006 & MacFarlane, 2019) which suggests that the technological immersion of light trails is shaped around and by the spirits of place, those guardians of the natural world. The methodology combines autoethnographic reflections on visits to light trails with semi-structured interviews conducted with the creative designers of light trails in early 2023, which were examined using thematic analysis. Diverse events offer a variety of scenarios in various locations, from National Trust properties to mountains. Two main themes have emerged from the analysis to shape the discussion: designed and undesigned nature. The findings also reveal the awareness of lighting designers about animism and their respect for the environment.

Keywords: Animism, nature, tourist, light trails, winter stories.

FINANCIAL RECOVERY STRATEGIES AFTER THE COVID-19 CRISIS: A SPECIAL REFERENCE TO A LEADING APPAREL MANUFACTURING COMPANY IN SRI LANKA

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The COVID-19 pandemic has led Sri Lanka, like many countries, to implement lockdowns and social distancing due to uncertainty about how fast the virus will spread and how severe the situation could become. The pandemic continued to cause significant income and job losses in key economic sectors such as apparel, construction, and tourism. Daily wage workers and small enterprises, which constitute about 70% of the workforce, are facing severe hardships and crises. As a result, Sri Lanka's export earnings fell by 42% from \$18.5 billion to \$10.75 billion amid unprecedented global economic and domestic trade disruptions. Also, many studies have been done on the COVID-19 pandemic and its impact on different industries and other countries. According to the author's knowledge, there have been few studies conducted in Sri Lanka targeting the apparel industry and specifically focusing on one leading apparel manufacturing organization. Therefore, this study aims to bridge the contextual gap. The predominantly mixed nature of the study would have focused more on an in-depth investigation with questionnaire administration and semi-structured interviews. The target population of the study is management employees; therefore, the unit of analysis of the study is the individual management employees working there, and the sample was taken by adopting a purposive sampling technique in which the researchers rely on their judgments about the suitability of the participants in selecting the sample. Throughout the pandemic, there has been considerable effort to develop existing strategies in various ways to achieve business resilience. The findings of this study provided organizational resilience in the face of the pandemic, exploring how to improve those strategies and use them to combat the pandemic, focusing on short-, medium-, and long-term strategies.

Keywords: Pandemic, financial recovery, apparel industry

THE IMPACT OF OWNERSHIP STRUCTURE ON AGENCY COST: EVIDENCE FROM LISTED COMPANIES IN SRI LANKA

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This paper examines the impact of ownership structure on agency costs. Moreover, the qualitative method has been used for this research, and secondary data has been utilised as the data source. The study was based entirely on the secondary data published in annual reports of the companies filed with the Colombo Stock Exchange in Sri Lanka from 2015 to 2020. The simple random sampling method has been used for the research and 50 companies were used among 289 listed companies, and the sample has a significant number of industries. The conceptual framework consists of independent dependent and control variables to increase this study's accuracy, and the hypothesis has developed to achieve the maximum output from this study. Further, this study has followed Econometrics to establish the following regression models, to achieve this study's objectives. Two models have been used for the analysis of this study. Homoscedasticity testing, multicollinearity, and Serial correlation test have acted as the backbone of the research's examination. With the support of empirical evidence, the data analysis was able to outline the result. The study was designed while fulfilling the broad ethical aspects as much as possible. Finally, I firmly believe this research's findings would help many stakeholders with potential decisions and future recommendations on "Corporate Ownership Structure and Agency Cost."

Keywords: Asset Utilization Ratio, Concentrated Ownership, Foreign Ownership, Institutional Ownership Structure, Managerial Ownership, Sales General and Administrative Expenses.

*Information and Communication
Technology*

USABILITY EVALUATION OF MOBILE BANKING APPLICATIONS USER INTERFACES IN SRI LANKA

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Mobile banking has become increasingly popular in Sri Lanka mostly during the COVID-19 pandemic. Many Sri Lankan banks are offering mobile applications to their customers for accessing banking services on the go. The research study employed a quantitative approach based on questionnaire survey apps conducted during the pandemic situation. Quantitative studies enable a researcher to identify initially the usability issues of Sri Lankan mobile banking. Here mainly consider design components including icons, fonts, and colours of the mobile app. Moreover, the navigation of each user action of the mobile application and the satisfaction of user actions have been questioned by each participant. The questionnaire is conducted through a Google form which included 22 questions regarding the above-mentioned considerations to facilitate the retrieval of data.⁸⁰ Sri Lankan mobile bank users have taken through the Random sampling method to conduct this research. The findings of this research could have important implications for the design and development of mobile banking application interfaces in Sri Lanka, as well as for the wider field of mobile application design. After identifying best practices and areas for improvement, this research helps to improve the user experience of mobile banking applications and increase their adoption by users in Sri Lanka.

Keywords: Mobile application, usability, user experience.

APPLICABILITY OF DISTRIBUTIONAL SEMANTICS TOWARDS SINHALA LANGUAGE

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Distributional semantics focuses on the distribution of meaning across the words in a sentence. It is rooted in the distributional hypothesis, which originated in information theory. This paper explores the application of distributional semantics concepts to the Sinhala language by assessing their effectiveness in extracting meaning from Sinhala sentences using a Sinhala news corpus. The overall approach can be divided into four phases. In the initial phase, preprocessing is conducted to remove common words like punctuation, numerals, and stop words. Additionally, the root words of each word are obtained through the use of the suffix-stripping technique. Phase two involves counting the co-occurrences of words using eleven different window sizes. These word co-occurrence counts are then used in phase three to generate a term-term matrix. In the fourth phase, the term-term matrix is employed to assess and experiment with the application of distributional hypothesis concepts to the Sinhala language. The analysis reveals that stemming percentages of 50 and 65 yield better results compared to other percentages such as 20, 35, 80, and 95. In the nearest neighbour experiment, smaller and medium window sizes produce word collections, while larger window sizes result in words that are not part of the previous word lists. The similarity measurement experiment demonstrates that cosine distance achieves a higher accuracy of approximately 65%, whereas Jaccard distance and dice distance measures yield around 40% accuracy. The remaining sections of the paper elaborate on the research approach, including string preprocessing, corpus preparation for evaluation, and the methodology for counting word co-occurrences under different window sizes and stemming ratios. It also provides a detailed explanation of term-term matrix generation. Overall, the distributional model is used to evaluate distributional semantic concepts by employing similarity measurements such as cosine similarity, Jaccard similarity, and dice similarity, and the results of these evaluations are discussed.

Keywords: Corpus, distributional semantics, extract, root word, stem.

*Humanities and Social
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REVIEW: SRI LANKAN LABOUR LAWS FOR EMPLOYEES WORKING FROM HOME

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Working from Home (WFH) is a contemporary need in Sri Lankan society due to many existing and emerging reasons. The labour market disrupted by Covid – 19, continues to exist in Sri Lanka, as Sri Lankan employees have encountered unceasing issues arising out of Covid – 19 which have been exacerbated by the economic crisis. Not only, employees but also employers grapple with financial turmoil and evidently, the severe fuel shortage Sri Lankans experienced recently has worsened this situation. Thus, WFH sounds appealing to both employers and employees. Even though the employer and employee mutually agree and make some arrangements to facilitate employees to WFH, it is apparent that no precise law in Sri Lanka addresses the issues about WFH. Yet, other countries in the world enacted progressive laws to facilitate and encourage remote work and flexible working hours. Netherlands and the United States of America (USA) have been taken as two ‘model countries’ or ‘prototypes’ to recommend some laws to address issues related to WFH. What are the possible industrial law issues arising out of WFH?, are there any general or specific legal provisions, in any statute or regulation addressing the issues about WFH in Sri Lanka?, how the other countries in the world address the key industrial issues about WFH through their labour laws? and what reforms can be suggested to fill the gaps in Sri Lankan Labour Laws to facilitate employees to WFH? are the research questions formulated in the study. Doctrinal legal research methodology has been followed in this study. Primary and secondary legal sources have been employed. The result of the research has been analysed qualitatively and finally, recommendations have been presented to the existing Sri Lankan labour laws.

Keywords: Work from home, labour laws, industrial laws, flexible work.

THE ASSOCIATION BETWEEN PERSONALITY TRAITS AND SUBSTANCE USE AMONG ADVANCED LEVEL STUDENTS IN WESTERN PROVINCE, SRI LANKA: CROSS-SECTIONAL STUDY

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Although Sri Lanka has been emphasized as a developing country substance usage is drastically increasing. According to the psychoactive component, substances are directly combined with the central nervous system and lead to generate various negative social and health consequences. Personality traits have been reported as a major factor in substance use. Hence, this study aimed to investigate the association between personality traits and substance use among Advanced Level students in the Western Province. A descriptive cross-sectional study was conducted among Advanced Level students in Western Province. Ethical approval was granted by the Ethical Review Committee of KIU (KIU/ER/22/050). Convenience sampling has been used to take the sample from the population. Self-administered paper-pencil questionnaires were used to collect the data. 422 participants correctly responded to the questionnaire. Among them, one hundred and fifty-four students (N = 154, 36.5%) used the substance in Western Province. The majority of them had initiated substance use at age 17. The brief version of the Big Five Personality Inventory and the Alcohol, Smoking, and Substance Involvement Questionnaire were used to measure the variables of this study. Results indicate that there was a significant association between conscientiousness and tobacco products, openness and tobacco products, openness and alcohol, openness and cannabis, openness, and Amphetamine among Advanced Level students in Western Province.

Keywords: Big Five Personality Traits, substance use, Advanced Level students.

**IMPACT OF EXPLICIT READING STRATEGY INSTRUCTION
ON
LITERAL READING COMPREHENSION OF ESL LEARNERS IN
A STATE SCHOOL IN SRI LANKA**

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Reading in a second or foreign language is considered one of the most difficult tasks that most ESL / EFL students face. When reading, students need to comprehend what they read. Teachers can provide ample guidance to their students by giving explicit reading strategy instruction to develop their reading comprehension skills. Yet, there seems backwardness in providing proper guidance by the teachers to their students in this regard. The same situation can be seen in the Sri Lankan teaching context also. Hence, this study is motivated by the fact that most of the teachers in Sri Lanka may not practice explicit reading strategy instruction when they teach reading comprehension. Therefore, the purpose of this study was to examine whether explicit reading strategy instruction has an impact on literal reading comprehension. The present study is designed as a quasi-experimental research study. The population was 40 Grade 10 students in a state school in the Galle district and those students were divided into two groups: experimental group and control group. The sample was selected by using a convenience sampling technique. The data was gathered qualitatively and quantitatively. The instrument for collecting data was tests and semi-structured interviews. The experimental group had the intervention with a focus on explicit reading strategy instruction while the control group was taught using strategies other than explicit reading strategy instruction. The pre-test was re-administered in the post-test and given to both the experimental and control group. The gathered data was analyzed using SPSS software and thematic analysis. The results of both quantitative and qualitative data postulated that explicit reading instruction has an impact on literal reading comprehension and students improved their literal reading comprehension after receiving explicit reading strategy instruction.

Keywords: Explicit reading strategy instruction, literal reading comprehension, reading strategies, scanning, skimming.

THE ATTITUDE OF GEN Z UNDERGRADUATES TOWARD DIVERSITY AND INCLUSION IN HIGHER EDUCATION IN SRI LANKA.

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Diversity and inclusion have become crucial more than ever with rapid globalization. But how prepared is Sri Lankan higher education to embrace the global trends of diversity and inclusion? This research evaluates the attitudes of the Sri Lankan Gen Z youth towards diversity and inclusion in the higher education sector in Sri Lanka. The quantitative study analyzed 302 Gen Z undergraduates of Sri Lanka through a questionnaire developed and shared online. The researcher utilized descriptive statistics to report the demographics of the respondents. The mean scores were used to assess the Gen Z undergraduates' attitudes on the benefits of diversity and inclusion and the attitudes towards the barriers to diversity inclusion. The research concluded that Gen Z undergraduates possess a positive yet moderate attitude toward the benefits and barriers to diversity and inclusion. Therefore, there is further room for the responsible parties to develop their attitude on the benefits of diversity & inclusion towards positivity and mitigate the barriers towards diversity & inclusion. The recommendations provided need the attention of educators, policymakers, and parents to be developed into strategies that support and catalyze the globalized development of the country.

Keywords: Diversity, Inclusion, Gen Z, Higher Education.

A STUDY ON THE SELECTION OF ENGLISH LITERATURE BY THE SECOND LANGUAGE LEARNERS

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The main objective of this research study is to identify the factors that obstruct the decision to choose A/Level Literature as a subject for the G.C.E. A/L Examination in three National Schools located in the Anuradhapura City area. This issue has been a persistent problem within the Sri Lankan education system for an extended period. The study employs a mixed-method approach, combining both quantitative and qualitative methodologies. By gathering data from relevant authorities, as well as a selection of students and teachers, a grounded theory was developed. Consequently, the study revealed that students' diminished interest in A/L English Literature can be attributed to the negative influence of teachers, parents, and educational authorities. Additionally, factors such as higher z-scores, insufficient guidance for the examination paper, and declining results over the past years have further exacerbated the situation. Based on these findings, it is recommended to implement well-designed educational programs for literature students in general, along with specialized awareness programs targeting teachers and educational authorities. These initiatives would make a positive contribution to the Sri Lankan education system by enhancing second language learning and fostering students' personal development through literature.

Keywords: Factors, influence, learners, literature, preference.

A CONTENT ANALYSIS ON THE SYNTACTIC FEATURES OF SRI LANKAN ENGLISH IDENTIFIABLE IN SELECTED SRI LANKAN ENGLISH DRAMAS (SCRIPTS)

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Standard Sri Lankan English is a distinct variety that exhibits features that differ from other varieties, particularly from standard British English and American English. These distinctive features can be identified in different aspects of language such as morphology, phonology, and syntax. Thus, the current study deals with syntactic features which would exhibit the distinctive quality of Sri Lankan English. In this mixed method study, the purpose was to identify the Sri Lankan English syntactic features which are apparent in Sri Lankan English dramas. This study presents data from a purposive sample of 6 Sri Lankan English dramas that have won or have been nominated for the Gratiaen Prize from 1994 to the present. The methodology incorporated in the present study was content analysis through which data was analyzed according to the theoretical framework built based on the research findings of the scholars; Passe (1955), Kandiah (1979), Gunasekera (2005), and Herat (2006). The present study reveals that Sri Lankan English dramas have incorporated syntactic features like the use of tags, topicalization, substitute one, verb deletion in questions, pronoun deletion, and use of Here! instead of a name, use of two verbs, duplication in colloquial usage, expressions (interjections) from Sinhala and Tamil, idiomatic expressions translated from Sinhala and Tamil, gendered syntax, and word order. Simultaneously, the study results account that among the above syntactic features; pronoun deletion, use of tag questions and equality markers, verb deletion in questions, substitute 'one' and topicalization can be identified as the most productive syntactic features of Sri Lankan English. Subsequently, this study will contribute to the knowledge of the Sri Lankan English Syntax field.

Keywords: Sri Lankan English, Syntax, Sri Lankan English syntax, Sri Lankan English dramas, Content analysis.

THE IMPROVEMENT OF THE WRITING SKILL IN ENGLISH AS A SECOND LANGUAGE THROUGH A STUDY OF VENDOR OF SWEETS BY R. K. NARAYAN

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This research aims to emphasise improving the writing skill in teaching English as a second language through the novel. This study was based on 20 students who opted to learn English literature for the first time in grades 10 and 11 at a government school. The research problem was how to improve the writing skills in English of second language learners through teaching the novel. A mixed-method approach was chosen for this study. In this research, the questionnaires were analysed using the qualitative method. Further, the current research analyses the quantitative data obtained through the students' questionnaire and the pre, mid and post-tests, by using the descriptive statistical analysis of Excel software and SPSS software. The pre-test, mid-test and post-test were intended to measure students' development of their writing ability. The findings of the pre-test revealed that there were subject-verb agreement errors, errors in pronouns, wrong use of articles, wrong use of vocabulary, wrong use of tense, redundancy, unnecessary insertion, inappropriate usage and errors in prepositions. Remedial teaching was done to remove the mistakes made by the students. After the mid and post-tests were conducted a notable improvement of the students' writing skill with fewer grammatical mistakes were noticed. Based on the findings, learning literature through the prescribed novel for Ordinary Level English literature has indeed assisted students to improve the target language.

Keywords: Literature, English language teaching, novels, ESL learners, writing skill

THE CAUSES BEHIND THE ERRORS RELATED TO PATTERNS OF PREPOSITIONS OF PLACE AMONG SECOND LANGUAGE LEARNERS IN ENGLISH

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In English, preposition is a very important part of speech. They are used for a wide range of syntactic, semantic and pragmatic functions. Knowing how to use prepositions correctly in English is considered a yardstick against which one's English level is measured. This study aims to account for the underlying reasons behind the errors related to patterns of prepositions of place made by Tamil learners of English in the second year of South Eastern University of Sri Lanka. This study represents sampling from all communities who speak Tamil as their L1 both from male and female participants and the participants represent all parts of the island such as East, North, West and South. To find out the causes a type of diagnostic test was conducted by the researcher among the Islamic Studies and Arabic Language faculty students of South Eastern University of Sri Lanka. The results of the study explored the causes of errors which mostly affected intra-lingual and inter-lingual. According to linguistic analysts, this has shed light on how students internalize the rules of the target language, which is English. Both teachers and learners need to be aware of underlying causes of errors related to patterns of prepositions of place to minimize erroneous prepositions of place.

Keywords: Error analysis, prepositions of place, reasons, second language acquisition, interlingual, intralingual.

TOWARDS A SHIFT IN TEACHING TECHNICAL TERMINOLOGY: EXAMINING CHALLENGES AND METHODOLOGICAL CONSTRAINTS

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This research investigation investigated what vocabulary learning strategies (VLSs) are used to learn technical terms. The instruction of technical terminology is a crucial aspect. However, traditional approaches to teaching technical terms often focus on rote memorization and fail to foster a deep understanding of the terminology's practical applications. This study aims to explore the challenges and considerations involved in moving towards a change in thinking in the instruction of technical terminology. By examining pedagogical, policy, and theoretical perspectives, this research identifies the need for innovative instructional approaches, professional development for educators and integration of practical application. The study used a mixed-methods approach, incorporating qualitative data from interviews with educators and policymakers and quantitative data from surveys administered to students. The findings highlight several challenges faced in the current instruction of technical terminology, including the reliance on traditional teaching methods and the lack of integration of practical applications. Pedagogical approaches such as using real-world examples, interactive activities, and technology integration are proposed to facilitate a change in thinking. Policy implications emphasize the need for supportive policies and guidelines that promote innovative instructional methods for technical terminology. Recommendations include providing professional development opportunities for educators, integrating technical terminology instruction into curriculum frameworks, and fostering collaborations between educational institutions and industry stakeholders.

Keywords: Digital, learning, pedagogical, strategies, terminology

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