



**Institute of Human Resource Advancement**  
*University of Colombo*



# **The 3<sup>rd</sup> International Conference IC3-IHRAUOC**

*“Digital Transformation of Employee Education  
Under COVID 19 Pandemic”*

**CONFERENCE PROCEEDINGS**

**on 21<sup>st</sup> December 2022 at IHRA**

## **EDITORIAL COMMITTEE**

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## Message from the Vice Chancellor University of Colombo



It is with great pleasure that I write this message on the occasion of the 3<sup>rd</sup> International Conference of the Institute of Human Resource Advancement (IHRA) of the University of Colombo scheduled to be held on the 21<sup>st</sup> December 2022. The selected theme, “Digital Transformation of Employee Education Under COVID 19 Pandemic” is a timely topic to focus on and this provides ample opportunities for academics, researchers and students to share what they have found through their studies.

The diverse issues and challenges related to the COVID-19 pandemic require continuous attention. The pandemic has formed education to be more digital and a new interface during the pandemic and that has emerged with new approaches. It is undeniable that the many issues faced today cannot be neatly grouped within the boundaries of a single discipline. It is a significant fact that the IHRA is capable of providing a suitable scholarly platform for multi-disciplinary inputs.

I am sure that your commitment will enhance future research and studies. I take this moment to congratulate the Director, and the Board of Management for providing the necessary leadership and direction for the IHRA and the Staff and Students of the IHRA for organizing such an event under their guidance.

I wish you all the best for a productive conference.

**Senior Professor HD Karunaratne**

Vice Chancellor

University of Colombo

**Message from the Director and  
Conference Chair  
Institute of Human Resource Advancement  
University of Colombo**



Covid-19 pandemic has made significant differences in the routines and activities of people all over the world. The pandemic has created adverse changes in the education system and styles, employments, demand for labor, conducting business, governing and many more economic, social, cultural, health, and environmental aspects of human resource development and management. However, Information Communication Technology has immensely intervened to minimized the impact of the Covid-19 pandemic on human live. Therefore, there is a necessity to conduct an International Conference on Digital Transformation of Employee Education under COVID - 19 Pandemic. The Institute of Human Resource Advancement (IHRA) of the University of Colombo has taken an attempt to create and disseminate scientific knowledge on this theme through this 3<sup>rd</sup> International Conference of IHRA. It was a privilege and honor for me to serve as the Director of the Institute and the Conference Chair for IC3-IHRAUOC to be held on 19th November 2022. IC3-IHRAUOC is designed to address the Digital Transformation of Employee Education under COVID - 19 Pandemic in six relevant fields of study, Business and Public Management, Service Management, Social Sciences, Disaster Management including Science and Technology, Library and Information Science and Language and Literature. Most importantly a renowned Professor Nalin Abeysekara contributes as Keynote Speaker for this International Conference. I wish to congratulate all authors and presenters of the conference and highly appreciate the interactive contribution made by the organizing committee. I hope the findings of these researchers and the policy alternatives proposed by them will be important to influence the betterment of Human Resource Development and Management in Sri Lanka.

I wish to thank the organizing committee, abstract reviewers, academic staff members and supportive staff members of the IHRA-UOC for their generous contribution to successfully conduct this international conference. My special thank goes to Senior Professor H.D. Karunaratne, Vice Chancellor of the University of Colombo for his kind assistance us and the keynote Speaker, Professor Nalin Abesekara, Dean Faculty of Management, Open University. Finally, I wish to express my thanks to the coordinator and organizing team of the Conference.

Thank you very much.

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**Professor W. S. Chandrasekara** / Director  
Institute of Human Resource Advancement  
*University of Colombo*

**Message From the Conference Coordinator  
Institute of Human Resource Advancement  
University of Colombo**



As conference coordinator, I write this message to the 3<sup>rd</sup> International Conference of IHRA-UOC 2022 on Digital Transformation of Employee Education under COVID - 19 Pandemic. It is indeed a great privilege for me to serve as the conference coordinator of this research conference. What is significant of this research conference is it brings researchers who work in different fields of studies yet are rooted in the common ground together in one place to discuss and debate while appreciating their roots in fields of business and public management, service management, social sciences, Disaster Management, Science and Technology, Library and Information Science, language and literature. I believe this research conference is significant in the Sri Lankan Research landscape since it brings researchers of different fields together into one place.

This conference is made possible by the hardworking of many people, though I may not be able to thank through this message. I wish to extend my sincere appreciation to Senior Professor H.D. Karunaratne, Vice Chancellor, University of Colombo. Further I extend my sincere gratitude to Professor W.S. Chandrasekara, Director, Institute of Human Resource Advancement, University of Colombo. As well, I thank the track chairs and the organizing committee for their contribution for working this research conference successful. I, on behalf of the organizing committee, wish to extend my appreciation to the staff members of the Institute of Human Resource Advancement, University of Colombo. While I gratefully recall the contribution of all reviewers and session chairs, I thank all of them for their intellectual contribution. In concluding note I would like to remember and thank all the authors for sending sharing their knowledge with a larger committee.

**Ms. K.P.S. Sandamali**

Lecturer

Institute of Human Resource Advancement

*University of Colombo*

**Introduction to the Keynote Speaker**

**Professor Nalin Abeysekera**  
**Department of Management Studies**  
**Open University of Sri Lanka**



Professor Nalin Abeysekera is attached to the Department of Marketing Management, Faculty of Management Studies of the Open University of Sri Lanka. Professor Abeysekera is currently serving as the Dean of the Faculty of Management Studies of the Open University of Sri Lanka. He is a graduate of the University of Sri Jayewardenepura with B.Sc. Marketing (special). Professor Abeysekera is a Chartered Marketer and Member of the Sri Lanka Institute of Marketing (SLIM) and consultant with over twenty years of experience. He is a Senior Lecturer for Strategic Management, Marketing, and Research Methodology with research and lecturing experience in Canada, Dubai, Singapore, Oman, India and Qatar. He served as the Chairperson of the 1<sup>st</sup> International Conference on Management and Entrepreneurship (ICOME) 2022 organized by the Faculty Management Studies, Open University of Sri Lanka.

Professor Abeysekera is serving as visiting lecturer for MBA and PhD degree programmes for leading National and International universities based in Sri Lanka. In 2018 Professor Abeysekera has been awarded "Outstanding Asian Educator" by the International Association of Scholarly Publishers, Editors & Reviewers (IASPER). Professor Nalin Abeysekera is the Editor-in-Chief of the Sri Lanka Journal of Management Studies and author/co-author of many international journal articles, conference papers, and books. Furthermore, he is serving as a reviewer for many international journals including the Journal of Services Marketing, Journal of Consumer Behaviour, Journal of Management Development, Journal of Applied Research in Higher Education and the International Review of Research in Open and Distributed Learning (IRRODL). He received the best reviewer award awarded by International Journal in Contemporary Management Research in 2010, a B-Graded Journal by ERA (Excellence in Research in Australia). He is the recipient of three gold medals (Strategic Management, Marketing Management, and Dissertation) for his performance in his Masters degree from the University of Colombo, Sri Lanka. He completed his Ph.D. in the year 2013 in Leadership and Marketing. Professor Abeysekera in his attempt to socialize knowledge has contributed many articles to leading magazines and national newspapers in Sri Lanka on current issues covering Economics, Education, and Tourism.

**4** Professor Abeysekera is serving as supervisor for Ph.D. students in Management and Marketing. He has been featured extensively in TV programs to lead and moderate discussions related to Entrepreneurship, Economics and Education. He has also served many panels such as Ph.D. colloquium, Media and IT, and Tourism.

## CONFERENCE COMMITTEE

### **Conference Chair**

Professor WS Chandrasekara

Director

Institute of Human Resource Advancement, University of Colombo

### **Conference Coordinator**

Ms. KP Sugandika Sandamali

Institute of Human Resource Advancement, University of Colombo

### **Track Chairs**

Track 01- Business and Public Management

Professor MGG Hemakumara

Institute of Human Resource Advancement, University of Colombo

Track 02 – Service Management

Ms. KP Mathotaarachchi

Institute of Human Resource Advancement, University of Colombo

Track 03 – Social Sciences

Ms. RMSN Ratnayake

Institute of Human Resource Advancement, University of Colombo

Track 04 – Disaster Management, Science and Technology

Mr. KDN Hewage

Institute of Human Resource Advancement, University of Colombo

Track 05 – Language and Literature

Ms. KP Sugandika Sandamali

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# ABSTRACTS FOR THE CONFERENCE

## Conference Tracks

**Track 01 - Business and Public Management**

**Track 02 - Service Management**

**Track 03 - Social Sciences**

**Track 04 - Disaster Management, Science and  
Technology**

**Track 05 - Language and Literature**

## **TRACK - 01**

### **BUSINESS AND PUBLIC MANAGEMENT**

- **Situational factors influencing on purchase intention of residential property: With special reference to private sector employees in Colombo, Sri Lanka**
- **Undergraduates' Information Seeking Behavior during the Covid-19 Pandemic with special reference to the Faculty of Management Social Sciences and Humanities undergraduates in Kotelawala Defense University**
- **Overcoming challenges of managing the Covid-19 Pandemic: Strategies adopted by Public Health Inspectors (PHI) of Sri Lanka**
- **Impact of audit committee on financial performance of listed companies In papua new guinea**

# **Situational factors influencing on purchase intention of residential property: with special reference to private sector employees in Colombo, Sri Lanka**

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## **Abstract**

This study examines the effect of situational factors (i.e., attributes of location, attributes of neighbors, attributes of property, attributes of surrounding, and attributes of visual quality) on private sector employees' purchase intention of residential property. From the point of view of the demand for residential property in Colombo district, Sri Lanka, depend mostly on attributes of the decision-maker and set of alternatives that faces. From the point of view of the supply will depend on the demand and on the market conditions that shape or constrain both the type of supply and its location within the city. However, Department of Census and Statistics, Sri Lanka stated that, purchasing a residential property in Colombo district is challenging since Colombo is the most densely populated district which is nearly 11 times higher than the national figure. Questionnaires were used to collect data from 381 private sector employees in Colombo district, Sri Lanka. The results support that attribute of surrounding and attribute of neighbors positively impact on individuals purchase intention of residential property. However, attribute of location and attribute of property did not impact on individuals purchase intention of residential property. Contrary to expectation, attribute of visual quality negatively impacts on individuals purchase intention of residential property. Study provide insightful information for marketers and researchers to understand perceived value of customer purchase intention of residential property. The tested model will be of great utility to property developers to meeting the homeownership needs and policy makers to take the decision for economic development.

**Keywords:** *attributes of location, attributes of neighbors, attributes of property, attributes of surrounding, attributes of visual quality, and purchase intention of residential property*

# **Undergraduates' Information Seeking Behavior during the Covid-19 Pandemic with special reference to the Faculty of Management Social Sciences and Humanities undergraduates in Kotelawala Defense University**

**Karannagoda, N<sup>1</sup>, Gunsekara, C<sup>2</sup>, Athukorala, H<sup>3</sup> and Athukorala, K<sup>4</sup>**

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## **Abstract**

This research study discusses Information Seeking Behavior of the undergraduates during the Covid-19 pandemic in the Faculty of Management, Social Sciences, and Humanities at Sir John Kotelawala Defense University, Sri Lanka. The study has three primary objectives; to find out the undergraduates' information-seeking behavior for academic purposes, to find out the undergraduates' information-seeking behavior for non-academic purposes, and to find out the usage of services provided by the university library and undergraduates' satisfaction during the Covid-19 pandemic. In this research study, a survey method was applied, and a questionnaire was used as the main research instrument. The research philosophy is Interpretivism, and the research approach is deductive. This research study is a quantitative and cross-sectional research study. The random sampling method was used when collecting the sample, and the response rate was 100%. SPSS (ver. 22), Excel 2010 with its data analysis tool pack, and manual analysis were used to analyze data.

Most of the undergraduates used the Lecture Notes provided by the lecturers as the main information source and used computers as the IT equipment for academic purposes during the Covid-19 Pandemic. Further, most undergraduates prefer WhatsApp, Gmail, Zoom, and LMS as the IT application for gathering information for academic purposes. However, most undergraduates used YouTube as the main information source and Android Devices as the IT equipment for non-academic purposes during the Covid-19 Pandemic. Also, most undergraduates prefer the WhatsApp as the IT application for gathering information for non-academic purposes. Considering the university library usage during the Covid-19 pandemic, most undergraduates do not use the university library. The undergraduates who use the university library mostly use the E-Books provided by the university library. However, most of the undergraduates were satisfied with the services provided by the university library during the pandemic period. Finally, based on the research findings, the researcher suggested a few recommendations to the university and university libraries to increase the quality of online information dissemination.

**Keywords:** *Covid-19, Management, Social Sciences, Humanities, Information Seeking Behavior, Undergraduates, KDU, Sri Lanka*

# **Overcoming challenges of managing the Covid-19 Pandemic: Strategies adopted by Public Health Inspectors (PHI) of Sri Lanka**

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## **Abstract**

The Covid-19 pandemic (Herein after referred to as the pandemic) imposed unprecedented challenges to both hospital-based and community-based healthcare workers. Although the strategies followed by the hospital-based healthcare workers in overcoming these challenges have been adequately researched, there is a void in published research on the strategies followed by the community-based healthcare workers. This paper attempts to fill this void by investigating the strategies followed by the PHIs in Sri Lanka in overcoming the challenges they confronted in managing the pandemic. Following a qualitative approach, we conducted in depth semi structured interviews with 18 PHIs who were approached through personal contacts, snowballing and personal visits to the Medical Officer of Health (MOH) offices. Interviews were conducted between June- October 2021, and on average an interview lasted for 60–90 minutes. Job Demand Resources Theory together with the Spillover – Crossover model were applied as the theoretical lens of this study. Findings revealed that the challenges encountered by the PHIs were mainly caused by the imbalance of job- demands and job-resources. The challenges facing the PHIs in managing the pandemic included heavy workload which revolved around both within and out of the scope of their job role, limited staff, constraints in other resources such as protective materials, limited preparedness to handle suspected and confirmed patients, ambiguities of legal powers and authority vested with them, constant changes in regulations, work-life imbalance, perceived social rejection and fear of contracting the virus. Results revealed that the effects of these challenges have first spilledover to the personal domain of the PHIs from their work domain, and then crossed over to the other dimensions of their personal lives. PHIs reported following a self-initiated heuristic approach to learning, positive reappraisal of the problems and situations, seeking social support and use of religiosity to cope with emotional distress as specific strategies they adopted in handling the said challenges.

**Keywords:** *Community-based health workers, Job demand–resources, Covid-19 pandemic*

## **Impact of audit committee on financial performance of listed companies In papua new guinea**

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### **Abstract**

The audit committee plays a major role in corporate governance practice. It is established to monitor and evaluate the conduct of the management. The committee is being established as part of the best practice of corporate governance to assist decision-making on the board of directors. The main objective of this study is to investigate the audit committee has impacted the financial performances of listed companies in Papua New Guinea. This study has selected a list of six out of twelve companies in Papua New Guinea, since the capital market has very limited growth in the country. The study is based on a quantitative research method. Overall findings of this study established the positive relationship between audit committee size, number of meetings and independence of the committee with the return of assets and Tobin. However, contrary findings existed between three attributes of the audit committee and return of equity. The finding of this study can be used by the regulatory body and companies to enhance the effectiveness and efficiency of the audit committee so that the overall corporate governance system could be improved.

**Keywords:** *Risk and Audit Committee, Financial performance, size, and independence*

## **TRACK 02**

### **SERVICE MANAGEMENT**

- **Enhancement of Soft Skills in a Cross-Cultural Setting: Reflections by Global Marketing Managers**
- **Factors that influence for employee turnover intentions in ABC Company**

## **Enhancement of Soft Skills in a Cross-Cultural Setting: Reflections by Global Marketing Managers**

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### **Abstract**

Since many decades ago, international businesses are rapidly increasing with economic integration, advances in transportation, communication, and information technologies (Cateora & Ghauri, 2000). The global marketing literature has grown swiftly over the years to assist corporate and public sector in striving the field of international business (Wichmann et al., 2022). Many studies have focused on the development, implementation, and contribution of global marketing strategies toward the performance of organizations (for example, Douglas & Craig, 2011; Katsikeas et al., 2006; Ryans et al., 2003; Zou & Cavusgil, 2002), yet limited studies exist with related to global marketing managers. Moreover, although many studies have focused on hard skills required by global marketing managers, there seems to be a dearth of research related to soft skills required by them. These managers are likely to operate in teams under cross-cultural settings (Zhu et al., 2020). Even the existing studies relating to soft skills held by global marketing managers seem to be restricted to tacit knowledge, experience, learning, unlearning, intuition, self-confidence, flexibility, prioritization of problems, working under pressure and ambiguity tolerance, etc. (for example Griffith & Hoppner, 2013). Hence, it will be appropriate to explore how soft skills can be enhanced by global marketing managers in a cross-cultural setting.

The methodology that will be adopted in this study would be a qualitative methodology through in-depth interviews. This is due to the fact that an interpretive approach to this study will explore actors' subjective interpretations and conceptualizes them by relying on a subjective epistemology and related studies have used similar approach.

In conclusion, this study is likely to provide an in-depth rich perspective of how soft skills can be enhanced by global marketing managers in a cross-cultural setting through an interpretive approach. Accordingly, it can be suggested that through the findings of this study, managers would be able to use their soft skills for more effective decision-making and educators would be able to emphasize the importance of developing soft skills in the curriculum for the next generations.

**Keywords:** *Global marketing managers, Soft skills, Cross-cultural teams, International Business*

## **Factors that influence for employee turnover intentions in ABC Company Hettige, U**

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### **Abstract**

Employee turnover is one of the critical issues among business process outsourcing (BPO) companies; therefore, it is essential to minimize employee turnover. For this purpose, it is vital to identify turnover intention levels to mitigate since the study's key objective is to examine the factors influencing employee turnover intention of selected BPO companies in Sri Lanka. The selected private limited company operates in 44 locations across seven countries and with over 400 employees. Its service offerings include customer care; sales support, inbound sales, complex order processing, accounts receivable management, technical and product support, up-sell and cross-sell opportunities, customer intelligence analytics and other industry-specific processes.

In the number of factors influencing the intention to leave, the researcher selected three factors after considering literature and practical experience. Selected factors are relationship with immediate supervisor, terms and conditions of the employment and compensation and other benefits. The primary questionnaire was used to collect the data from the operational level employees. Eighty questionnaires were received from the respondents, and seventy-three questionnaires were used to data analysis employees. Descriptive statistics, multiple regression utilized, and correlation to analyze the data.

According to the model summary, the coefficient of determination ( $R^2$ ) is 0.793. Three selected independent variables have explained 79.3% of employee turnover intention. According to multiple regression analysis results, there are significant influences on terms and conditions of employment, compensation and benefits on dependent variables (employee turnover intention). But, the relationship with the immediate supervisor didn't significantly influence employee turnover intention. The most influencing independent variable factor is the employment terms and conditions, and the second influencing factor is compensation and other benefits. Since top management of the companies should take the necessary steps to reconsider the terms and conditions of employment, compensation, and other benefits.

**Keywords:** *Compensation, Employee turnover, immediate supervisor*

## **TRACK 3**

### **SOCIAL SCIENCES**

- **A study of the intangible cultural heritage values associated with the prevention of epidemics in rural society. (In association with the community of Satkorala)**
- **The psycho-social impacts of the COVID-19 outbreak on healthcare workers Sexual Harassment and Its Impact on Entry Level Employees: A Case Study**
- **Sexual Harassment and Its Impact on Entry Level Employees: A Case Study**
- **Expansion of the Distribution of Aedes Aegypti in the Vavuniya District Impact of Current State on Resettlement issues in the Veddas Community: Based on Henndanigala Village**
- **The Impact of Authentic Sri Lankan Cuisine on the Development of Tourism Industry in Sri Lanka**
- **Impact of Current State on Resettlement issues in the Veddas Community: Based on Henndanigala Village**
- **The impacts of working from home during COVID-19 on women An Exploration on pragmatic practices in Education 4.0; A case study**
- **An Exploration on pragmatic practices in Education 4.0; A case study**

# **A study of the intangible cultural heritage values associated with the prevention of epidemics in rural society. (In association with the community of Satkorala)**

**Rajapaksha, WAIL**

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## **Abstract**

Outbreaks of smallpox, measles, mumps, etc., which could spread to a large number of people in a short period, were referred to as 'Deviyange Leda' in rural society. The research problem was to find out, what are untouchable heritages adopted by the rural society for the prevention of the above epidemics? The main objectives were to study the active heritage inherited from the rural society for the prevention of epidemics, as well as the intangible cultural features associated with it and its impact on human society. The participatory observation was used as the key data collection tool of the study. In the past, the rural dwellers used to tie a ball of kohlrabi leaves in a rural house or rural to prevent the spread and spread of the disease as soon as it became infected. Isolation at home in a cot can also be done by a single person in the home, providing unpolished Food, non-veg food, and medication. Malalabandara and Pattini, the gods who can cure the disease, were prayed by Anumathirala, on behalf of the patients. By adopting a culturally active heritage inherited as untouchable as the Sickness of God, society adopts an anti-epidemic approach that established attitudinal discipline by minimizing attitudinal discipline and minimizing the spread of disease and establishing a series of intangible inherited customs that bring physical and mental relief to the patient.

**Keywords:** *epidemic, inheritance, god, untouchable*

## **The psycho-social impacts of the COVID-19 outbreak on healthcare workers**

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### **Abstract**

The Coronavirus Disease (COVID-19) pandemic was named a global health emergency by the World Health Organization (WHO) in January 2020 due to its highly communicable property. In the face of the COVID-19 epidemic, there are many psychological and social impacts that human beings have to face globally in addition to the physical impacts due to the viral infection. Health care workers all over the world were faced by the same difficulties outlined above, along with additional hazards imposed on them as a result of their occupation. Therefore, this study intend to assess the psycho-social consequences on them, by reviewing the implications of this epidemic include long working hours, isolation form loved ones, financial difficulties, job loss, inability to access the vital services, transfer, marital conflicts, increased vulnerabilities, discrimination, and loss of social skills. The information obtained through electronic search results, including 25 research articles and literature reviews published in both locally and globally. The most often encountered psychological difficulties that found by reviewing the literature are; anxiety, depression, stress in all parts of their life, social stigma and a lack of hope. Sleep difficulties, aggressiveness, anger, frustration, helplessness, and behavioral issues such as incompatible conduct are some of the other psychological repercussions. To effectively address critical and unmet psycho-social issues in many demographic domains during the COVID-19 pandemic, a novel psycho-social crisis preventive and intervention approach should be developed. Setting up mental health organizations specifically for future pandemics for research, mental healthcare delivery, and arranging awareness programs at both the personal and community levels, transforming the social media for good, and empowering people to strengthen their minds by nurturing positive attitudes and mindsets toward life are all desperately needed.

**Keywords:** *COVID-19, Health care workers, Impacts, Psycho-social, Social stigma*

# **Sexual Harassment and Its Impact on Entry Level Employees:**

## **A Case Study**

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### **Abstract**

This paper reports the findings of a research study that investigated the role, effects, prevalence, and privacy-intrusive nature of gender-specific sexual harassment and assault experienced by an entry-level female employee at a private sector organization. In a case study research design, the data were gathered through a researcher-developed interview schedule to explore the existence, identify the power relations between the victim and the harasser, and recommend solutions based on the study findings. After the data were coded, they were thematically analyzed. The findings revealed the existence of sexting, sexual assault, intimidation, and instances of quid pro quo where the victim was promised steady employment in exchange for a sexual bribe with the unit head of the agency where the victim was briefly employed. The findings further revealed that the harasser used his positional power to coerce and harass the employee. The findings further showed that the employee experienced psychological trauma, mood changes, restlessness, and refusal to eat food. It was also revealed that she was on medication for gastritis that developed after refusing to eat food. She had also developed insomnia which required medical attention and treatment on two occasions. It was further shown, that after her immediate resignation from the agency, she received phone calls from unidentified mobile numbers which led to a complaint being made at the local police station. By way of recommendations, training on sexual harassment and relevant laws that protect women from every form of sexual harassment at the workplace may be suggested. ILO guidelines in employment and the ILO Decent Work agenda may be incorporated into the Advanced Level school curriculum to prepare women for employment. *Future research* may be conducted in areas of the role of laws, their women-friendliness, and mentoring programs by women counsellors in every organization.

**Keywords:** *Employee, gender, harassment, sexual, women.*

## Expansion of the Distribution of *Aedes Aegypti* in the Vavuniya District

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**Introduction:-** In Sri Lanka *Aedes aegypti* (Ae. *Aegypti*) and *Aedes albopictus* (Ae. *albopictus*) are the main vectors that actively transmit Dengue. The main vectors Ae. *aegypti* is highly anthropophilic and known as the Urban vector and the distribution of Ae. *albopictus* is considered comparatively rural.

**Objective:-** To study the contextualized proliferation of Ae.*aegypti* and identify breeding places in the Vavuniya District.

**Method:-** Monthly entomological survey reports during 2015-2018 were used to collect data from randomly selected 16 Grama Niladhari Divisions (GND) in 04 Medical Officer of Health areas (MOH areas) in the Vavuniya District. Those surveys had conducted following a standard procedure to find household with Ae. *aegypti* infested breeding places. Vavuniya MOH area is Urban and other MOH areas Rural.

**Results:-** The availability of infested breeding places was varied in different years during the study period: 139 in 2015, 115 in 2016, 149 in 2017, and 237 in 2018. In 2015, cement tanks were the most common type of breeding place (27.3%) followed by water storage barrels (17.9%), and Non degradable discarded receptacles (17.9%). The pattern was similar in 2018 without considerable changes in proportions water storage cement tank 27.7%, water storage metal barrels 16.7% and non-degradable discarded receptacles 13.4% In 2015 and 2016, Ae. *aegypti* infestations were limited to the Vavuniya town, Rambaikkulam, and Soosaipillayarkulam Urban Council area in the Vavuniya MOH area. In 2017, the distribution of Ae. *aegypti* has expanded beyond the urbanized Vavuniya MOH area to more rural GNDs namely Nelukkulam, ganeshapuram, Kovilkulam in the vavuniya North MOH area. By the end of 2018 Ae. *aegypti* infestations were seen in Atambagaskada, Madukanda GNDs of Vavuniya South MOH area and Cheddikulam MOH area.

**Conclusion:-** By 2015 the distribution of Ae. *aegypti* mosquitoes are only available at Vavuniya Urban Council division and by the end of 2018 this has been distribution around in Vavuniya North, Vavuniya South and Cheddikulam MOH area. And the most productive vector breeding sites were cement tanks (29.3%) and water storage barrels (18.5%)

**Keywords:** *Aedes aegypti*, *Aedes albopictus*, anthropophilic, Grama Niladhari Division

# **Impact of Current State on Resettlement issues in the Veddas Community: Based on Hennanigala Village**

**Hettiarachchi T.B.D.**

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## **Abstract**

The Veddas of Sri Lanka, an indigenous people, who were inhabiting the island long before the arrival of Aryans and had spread all over the island and later confined themselves only to Vedi rata or Maha Vedi rata consisting of Hunnasgiriya hills and lowlands up to the sea in the east. Veddas over the years, under many stresses, have come to a point where there is a need to preserve their way of life, culture, and traditional homelands and that threatens to modernize them. There have been many research projects about the Vedda community conducted by scholars and others, furthermore reviewing "How anthropologically, the current state of the Veddas resettlement project's issues affect their life based on the Hennanigala village. Hennanigala is situated in the Dehiaththakandiya DS Division of the Ampara District in the Eastern Province. The Vedda people resettled in Hennanigala village under the Mahaweli Development Project. This research was conducted with a structured questionnaire-based survey covering 25 of Vedda's families around Hennanigala village and aimed at Vedda's lifestyle, nature of the cultural aspects, and importantly the resettlement issues pertaining to the preservation of their culture. After resettling, a significant proportion of the population of Vedda origins are uneducated and have poor health and nutrition standards. The families that engaged in animal husbandry were compelled to bring along their livestock along with them on arrival at Hennanigala. Also, the general trend of formal education seems miserable. Illiteracy is high even among children who continue with schooling. Facilities are not much available in the Hennanigala and even the available resources are underutilized. In recent times there has been minimal improvement in the sanitation facilities. The first generation of settlers became a highly incompetent group of people within the agricultural community leading to the pawning of land to Sinhalese people and eventually losing their land titles whereby leaving less land for the second and third generations. Furthermore, increased induced dependence and exploitation of natural resources, underaged marriages, and many other activities of them that are considered unethical or immoral by the mainstream Vedda people. Veddas have been attempted parallelly through Sinhalisation and Buddhicisation, which resulted in to increase risk of becoming extinct in their pure culture. Enhance preservation of their cultural diversity through providing and developing their basic needs, Regional Development plans and Reallocation of the traditional land rights to the Vedda community, etc.

**Keywords:** *Development, Extinct, Resettlement, Preservation, Vedda people*

## **The impact of authentic Sri Lankan cuisine on the development of Tourism industry in Sri Lanka**

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### **Abstract**

Food or cuisine is the basic need of human beings. It is one of the best ways to express the culture and traditional community. This traditional cuisine as a tangible part of cultural and traditional representation attracts most tourists around the world. Cuisine majority describes the patterns in that communities are residing. Most of the native cuisines that attract most foreigners are based on the native resources and way of preparing and presenting foods. It is the one of best ways to express the culture and traditional community. Among the world's most popular traditions of all cuisines patterns, Sri Lanka has inheritance cuisines patterns. According to this Sri Lankan traditional cuisine is a fundamental part of the tourist experience. Presently it is a reason for to increase in the demand for traditional cuisine. This tries to define methodically, how dining experiences contribute to the Sri Lankan tourism industry by rising the visitor's satisfaction with authentic Sri Lankan cuisines, it also focuses on the importance of urban tourism linking with Sri Lankan local food restaurants. When considering the research sample, the researcher will randomly use 40 sizes of sample for this research. This research seeks to identify the role that Sri Lankan local food plays in tourism promotion by analyzing the extent of traditional cuisine promoted through the content descriptive analysis method. A mixed methods approach involves a sequential design comprised of a quantitative and a qualitative study. Quantitatively involved a questionnaire-based survey of 20 international visitors who traveled to Sri Lanka and 20 local visitors, aimed to examine the relevant experiences at the pre-dining stage. Qualitative data included semi-structured interviews with 15 visitors in the full sample. This mainly focuses on the visitor perceptions of the actual authentic Sri Lankan Cuisine consumption and their post-dining experiences. The focus of the research happens under the popular Sri Lankan organic local food restaurant around the Colombo area. Data analysis was categorized as "Demographic Profiles, Travel Characteristics, Pre-Conceptions of Authentic Sri Lankan Cuisine and Frequency rate of requesting authentic Sri Lankan Cuisine". The results of this study provide a preliminary step toward a more holistic and solidly-based understanding of how international and local visitors engage in dining experiences with authentic Sri Lankan Cuisines. This study suggests the intention of providing international and local visitors with more meaningful and memorable culinary experiences and also their experiences not only focus exclusively based on local food characteristics and quality aspects but also, importantly impact authentic Sri Lankan cuisines engage with representative ways of social and cultural differences.

**Keywords:** *Authentic, Cultural, Cuisine, Development, Tourism*

# The impacts of working from home during COVID-19 on women

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## Abstract

Gender roles have significantly impacted social, political, and economic reforms since the 1970s, and as a result, women engage in dual roles (family roles and workplace roles). Even before the novel coronavirus spread (COVID-19), many women were engaged to perform dual tasks in two work environments, but with the pandemic it was shifted to work from home (WFH). Hence, the study aims to analyze (i) how the COVID-19 pandemic affect women in a positive way for their dual roles; and (ii) in a negative way for their dual roles as a result of shifting to WFH. This study is mainly based on a literature review. The analysis reveals that women engaged in dual roles are under severe stress due to the presence of small children, lack of support from family members, and anxiety conditions in the workplace (Aryee, 1992). Also, in 1971 Kaley pointed out that due to lack of soft skills of women, low education, spouse being away from home, women are unable manage their work. As a result most probably women suffer from anxiety, and several non-communicable diseases (Gani and Ara, 2015). With the spread of COVID-19 pandemic, Vyas and Butakhieo (2020) points out that employees and employers found an alternative work arrangement as “work from home”. Although on one hand scholars pointed out the positive factors of the WFH of women as, avoiding office politics, increased motivation, improved gender diversity, employees saving travel time and value, job satisfaction end etc. (Grant et al. 2019; Delanoije and Verbruggen, 2020; Mello, 2007; Robertson, et al.,2003), on the other hand some studies discusses the negative effects of the WFH for the women resulting a tendency to overwork at home by being unable to understand boundaries between working and non-working time. In this context women has become more stressful. (Grant et al.,2019). Therefore, the results suggests establishment of safe day-care centers for small children to reduce the stress of women and technical training for women to enhance work management skills.

**Keywords:** *COVID-19, impacts, women, work from home*

## **An Exploration on pragmatistic practices in Education 4.0; A case study**

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### **Abstract**

Pragmatism is the practical way of doing things. Change of experience, diverse ways of understanding the world and conducting research with existence of multiple realities is the focus. Pragmatism as an educational philosophy suggests that there can be no predetermined aims to education. Education 4.0 is the exponential effect of how contemporary classrooms are operated. Pragmatism inclines education 4.0 since it changes the education through intellectual processes and technological advancements. Nevertheless, explorations on pragmatistic practices in education 4.0 are inadequate. Therefore, the objective of the study is to explore pragmatistic practices in education 4.0. This an interpretive research based on a single case study. A private sector higher educational institution was studied. Interviews and other document analysis were used as data collection techniques. The study revealed that, education 4.0 is yet to be completely adapted in the world. However, pragmatistic practices such as activities, projects, explorations, group learning and problem solving are found to be exponentially used in establishing education 4.0. It was also revealed that the case institution was seeking for multiple avenues in advancing technologically to reach education 4.0. Furthermore, competency centric education derived from pragmatistic practices was signified as a base in the attempts to adapt with education 4.0. Therefore, the study concludes that pragmatistic practices of evolving education is directly contributing to the establishment of education 4.0.

**Keywords:** *Education 4.0, Education Philosophy, Pragmatism, Pragmatistic Practices*

## **TRACK 04**

### **DISASTER MANAGEMENT, SCIENCE AND TECHNOLOGY**

- **Social media influence on the moral development of students**
- **Geo-spatial assessment of flash flood susceptibility modeling using geomorphometric and hydrological approaches in District Chitral, Pakistan**
- **Attitude towards distance learning among Sri Lankan G.C.E Advanced level students during COVID-19 pandemic**

## **Social media influence on the moral development of students**

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### **Abstract**

According to the change of time, modern changes are happening in the world day by day. Accordingly, it is inevitable that society continues to face adverse effects in exchange for the boons of modern changes. It is a matter of concern that social media, introduced for the purpose of communication and interaction with each other, is being misused by school students today. In this way, this research was carried out based on the Tamil language type-2 schools under the Mundal Regional Secretariat of South Division of Puttalam district under the title "Social media influence on the moral development of students" in the study area and the improper use of social media by school students.

Objectives of researcher's study are to know the usage of social media among students, finding reasons why students use social media more, to find out how the use of social media has affected the moral development of students and identifying parents' perspective on social media. This study limited the use of social media by senior secondary students. As this is a small study, 20 parents of students studying in class 10 and 11 were selected through convenience sampling method considering the time of the study and COVID-19 pandemic situation and the primary data obtained through Google questionnaire form was analyzed using quantitative and qualitative analysis techniques.

It has been found that the seeds of physical, psychological, social, cultural, cultural and moral disorders of the students and the influence of social media have caused lack of interest in the learning of the students and backwardness in the examination points have been given. Therefore, in today's modern technological world, it is almost impossible to completely prevent the spread of social media. Therefore, it was concluded that the role of parents and teachers is very important in regulating students' use of social media in a way that does not hinder learning.

**Keywords:** *Social Media, Moral Development, Influence, Students, Boons*

# Geo-spatial assessment of flash flood susceptibility modeling using geomorphometric and hydrological approaches in District Chitral, Pakistan

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## Abstract

The main object of this research is to delineate the flash flood susceptible zones using geomorphometric and hydrological approaches in the Chitral river basin, Hindu Kush, Pakistan. In the study area, flash floods are one of the terrifying hydrometeorological disasters causing damage to people's lives, properties, and livestock, leaving them economically behind the rest of the country. A watershed modeling approach was implemented in the study area by using the Shuttle Radar Topography Mission Digital Elevation Model (SRTM DEM) with 30-meter resolution as an input in the geographic information system (GIS) through which 25 sub-basins were delineated. The geo-morphometric parameters of each sub-basin were computed by applying Hortonian, Schumm, and Strahler geomorphological laws. The value of each parameter was normalized and aggregated to the geomorphometric ranking number to visualize the flash flood susceptibility. The surface run-off depth of each sub-basin is estimated by applying the Natural Resource Conservation Service Curve Number hydrological model. The output of both models was integrated by implementing a weighted overlay analysis technique, and a susceptibility map was obtained. The resultant map was analyzed and zoned into very high, high, moderate, low, and very low flash flood susceptibility zones. These zones are comprised of different sizes in the study area, which are 32.10 km<sup>2</sup> (0.16%), 3053.92 km<sup>2</sup> (15.56%), 5191.87 km<sup>2</sup> (26.46%), 9327.07 km<sup>2</sup> (47.54%), and 2012.95 km<sup>2</sup> (10.26%), respectively. Spatially, the very high susceptible zone is located in the upstream areas, characterized by snow-covered peaks, steep gradients, and high drainage density and geologically dominated by igneous and metamorphic lithological units. Analysis indicated that flash flood susceptibility directly increases with increasing surface runoff and geomorphometric ranking number. The study results can facilitate disaster management authorities and flood-dealing agencies to initiate location-specific flood-risk reduction strategies in highly susceptible areas of the Chitral river basin.

**Keywords:** *GIS, Flash flood, SRTM DEM, Susceptibility, weighted overlay*

## **Attitude towards distance learning among Sri Lankan G.C.E Advanced level students during COVID-19 pandemic**

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### **Introduction**

During the COVID-19 pandemic, distance learning was the only learning solution available. For the first time, G.C.E A/L students had to use it as the only form of learning. Suitability, sustainability, and attitude towards distance learning went unchecked during the crisis and we are still to measure the impact.

### **Objectives of the study**

Measure the attitude towards distance learning and identify the factors affecting among G.C.E A/L students during the COVID-19 pandemic.

### **Methodology**

An analytical cross-sectional study was carried out among 133 G.C.E A/L students sitting for the 2022 examination in the commerce stream at Rathnapura district recruited using exponential non-discriminative snowball sampling. A two-part self-administered questionnaire in the form of a google form was used. The first part includes the socio-demographic data and factors affecting the attitude and the second part comprises of the "Attitude scale towards distance learning". Descriptive statistics were used for quantitative data analysis. The associations were measured by using the independent sample t-test and spearman's r test.

### **Findings and conclusions**

The majority of the population was females with 66.2% (88). The majority of the students which is 75.9% (101) use a mobile phone and 98.5% (131) own the device. Students were more likely to disagree the perceived usefulness and preference of distance learning. The majority 79.7% (106) believed distance learning doesn't provide an equal opportunity. Only participants with previous experience with distance learning were more likely to agree with the usefulness ( $t=0.01$ ) and prefer distance learning ( $t=0.02$ ). No other significant factors were found to be associated with perceived usefulness and preference for either distance learning or face-to-face learning. While distance learning is a good opportunity to continue education, students as a whole prefer face-to-face learning rather than distance learning. But this attitude will change with more exposure.

**Keywords:** *Attitude, Covid-19, Distance learning, G.C.E A/L*

## **TRACK 05**

### **LANGUAGE AND LITERATURE**

- Application of the five language assessment principles for the grade ten English language term exam paper
- Challenges Faced by the Undergraduates in Learning English as a Second Language; A Sociological Study

## **Application of the five language assessment principles for the grade ten English language term exam paper**

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### **Abstract Introduction**

The prominent role of teaching the English Language of English teachers is assessing and evaluating students' progress during their courses of study and their classroom achievement at the end. Appropriate assessments and tests used in the ESL classroom can help incurrent the students' outcomes and show more about how they have learned the language.

### **Objective**

This study aims to investigate whether the principles of assessment have been observed in designing the English language test paper for the grade 10 students of the Vavuniya south zone for a term examination and how it has affected the performance of the learners in the examination.

### **Methodology**

The study is conducted for the grade 10 students of the Vavuniya south zone. Convenient sampling was done. The analysis of this study is quantitative and qualitative.

### **Findings & Conclusion**

The effectiveness of the assessment must be followed in designing the test paper considering dependable; administrative constraints, and accurate measurement to produce a better result in the examination that depends on the principles of assessment. Therefore, the major part of designing the best papers or assessments must depend on the five fundamental principles of assessment: practicality, reliability, validity, authenticity, and washback, so that the assessment will be a standard one to fulfil the needs of the learners to produce better outcomes. The results of this study demonstrated the positive and negative effects of its questions, integration of reading and writing skills, grammar, vocabulary exercises and the nature and topics of the writing and reading tasks in the particular paper. Therefore, the study recommends that the principles of assessments be carefully observed and followed in setting the English Language test papers conducted at schools.

**Keywords:** *ELP learners, principles of assessments, English language assessing, test papers*

# Challenges Faced by the Undergraduates in Learning English as a Second Language; A Sociological Study

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## Abstract

A common language for communication has become essential in today's globe due to globalization. Nobody will deny that English is important in the modern world if it is acknowledged as the first global language. Governments in developing nations, like Sri Lanka, are therefore showing a great amount of courage by learning English in order to make it easier for them to meet future demands from around the world. In order to conduct research, apply for scholarships and jobs abroad, and pursue research possibilities, English fluency is now required in the higher education sector. Despite having a special place in Sri Lanka's educational system, English proficiency is still a challenge for many students. Therefore, the aim of this sociological study was to address the question of what difficulties undergraduates encounter when learning English as a second language and to investigate how family, educational institutions, and individual attitudes affect language proficiency. In the current study, 69 undergraduates or 10% of the sample from the University of Sri Jayewardanepura's Faculty of Humanities and Social Sciences were chosen at random. The methods utilized to collect the data included observation, questionnaires, and interviews. The secondary and primary data were analyzed using descriptive and SPSS statistical approaches. According to research, the family, educational institutions, and individual attitudes all significantly influence how well one's English skills develop, whereas school and individual attitudes are linked to the difficulties encountered when learning English as a second language. It was further discovered that both the family and the ELTU classroom encouraged students to improve their English. The recommendations of this study for enhancing the English proficiency of undergraduates in the Faculty of Humanities and Social Sciences are using contemporary technologies, designing a students' favorable classroom, using English as the instruction language and managing the students' union and ragging in demotivating undergraduates' efforts in learning English language.

**Keywords:** *English Language, Learning, Undergraduates, Challenges of Learning English.*