Dean
Faculty of Arts & Culture
South Eastern University of Sri Lanka
Oluvil



SOUTH EASTERN UNIVERSITY OF SRI LANKA

PROCEEDINGS OF THE 2ND INTERNATIONAL SYMPOSIUM- 2012

Editorial Board

Chief Editor

Mr. MH. Thowfeek

Co-Editors

Dr. (Mrs.) MIS. Safeena

Dr. NWB. Balasooriya

Mrs. FHA. Rauf

Dr. Athambawa Jahfer

Dr. MIM. Kaleel

Mr.KMM.Faleel Haque

Dr. AFM. Ashraff

Dr. MIM. Jazeel

Mrs. MM. Mashroofa

SOUTH EASTERN UNIVERSITY OF SRI LANKA

EXTENDED ABSTRACTS OF THE 2ND INTERNATIONAL SYMPOSIUM- 2012

ISBN: 978-955-627-030-3

PUBLISHED BY

SOUTH EASTERN UNIVERSITY OF SRI LANKA
UNIVERSITY PARK
OLUVIL. 32360
SRI LANKA

Printed By: Print and Print Graphics (Pvt) Ltd. Colombo-10

CONTENTS

Message from Vice Chancellor	1
Message form Co-ordinator	ii
Organizing Committees	iii
Panel of Reviewers	iv
Abstract of Keynote Speech Prof. Euiho Suh	V
Accountancy, Finance and Management	
Organizational Citizenship Behavior; Measurement and Validation in the Context of Sri Lankan Universities F.H.Abdul Rauf and Shamala Kumar	01
Perceived Work Satisfaction of Rural Satisfaction of Rural Women in Dry Zone Agriculture in Anuradhapura District K.R.N.S. Rajamanthrie and M.R. Pinnawala	05
Farmers' Behavior on Agricultural Credit Re-payment: Evidence from Dambulla Area in Sri Lanka I.S.P. Nagahage and E.A.A.Dilrukshi	08
A Study on Human Resource Management Practices of Cooperatives in Sri Lanka T.Mangaleswaran	12
Village Cultural Values (VCV): A Focus of Ampara Coastal District (ACD) in Sri Lanka M.B.M.Ismail	15
Barriers for Innovation in SMES in Sri Lanka Seshika Kariyapperuma	17
The Impact of Motivation System on Job Satisfaction: A Case of Prima Ceylon Limited Group of Company M.C.M Rizvi and M.A.G Sareena Umma	20
The Impact of Workers Job Satisfaction on Worker Out-migration in Tea Plantation Sector in Sri Lanka A. M. T. P. Athauda, D. K. Dissanayake and G. H. I. Anjalee	23

An Exploratory Look at Demographics and Psychographics of Insurance Agents In North-Western Province R.B.M.L.S. Bandara and D.A.M Perera	26
Contraceptive Knowledge, Attitude and Practice among Rural Married Women M.U.Z.N. Farzana	29
Effectiveness of Self-Employment Schemes in the Ampara District of Sri Lanka S.Gunapalan	32
Personal Factors and Entrepreneurial Success: A Study of Women Headed Families in Ampara District M.A.C. Salfiya Ummah	34
Stimulating Word-of-Mouth Communication through Customer-Employee Relationship: An Empirical Evidence from a Service Marketplace Kaldeen Mohamed Mubarak	37
Application of Cost Effective Learning, Training and Development Methods: An Investigation from the Perspective of Selected Commercial Banks in Trincomalee Town N.Jasinthan and A.Anton Arulrajah	40
Factors Affecting on Buying Behaviour: An Empirical Study in Life Assurance Market in Sri Lanka W.W.S.N. Fernando and D.A.M Perera	43
Impact of Switching Cost on Customer Satisfaction and Customer Retention for Internet Banking Services: A Study based on Sri Lankan Commercial Banks K. Pushpakaran	46
Adoption of the Balanced Scorecard (BSC) as a Technique for Performance Evaluation in Sri Lankan Universities W.M.R.B. Weerasooriya	49
Comparative Study on Quality Assurance (QA) and Balanced Scorecard Systems in Sri Lankan Universities: Special Focus on Management Faculties W.M.R.B. Weerasooriya	52

Monthly Seasonality of Stock in Emerging Equity Market: A special reference to Colombo Stock Exchange period from 1985 to 2011 A.L. Abdul Rauf	55
Eco-Friendly Business Ventures: A Boon for Small Entrepreneurs H.K. Nasir Hussain	58
Life Aassurance Policy Lapsation: An Empirical Investigation of the Sri Lankan Insurance Market S.D.D. Sandanayake and D.A.M.Perera	62
Sri Lanka's Export Opportunities in the Pakistan Market M. K. S. N. Jayasekara, A. L. Sandika and Yasantha De Silva Yaddehi	65
Applied Sciences	
Investigation of the Effects of Spent Wash under Aerobic and Anaerobic Conditions: For Suitable Disposal Strategy T. Anitha, S. Balakumar, M. Thushyanthy and M. Prabhaharan	69
Communication Behaviour of Cattle Farmers in Batticalao District T. Geretharan, C. Sivayoganathan and M. M. Mahusoon	72
Knowledge on Dengue Fever among Undergraduates of University of Sri Jayewardenepura H.E. Yapa and W.A.A. Wijayasiri	76
Determination of Optimum Initial Bulb Weight of Onion (Allium cepaL.) Using Polynomial Regression Model K.Saranyah, T. Geretharan and K.D.Harris	79
Evaluating Scientific Contribution of the Sri Lankan Scientists in the Field of Environmental Science Based on the Science Citation Index Expanded (SCIE) T. Pratheepan, K.M.R.K. Kulathunga and Haibat Mirzania	82
Comparative Assessment of Dairy Production in Ampara and Batticaloa Districts after Rescuing from Terrorism R. M. S. D. Rathnayake, N.R. Abeynayaka and W.A.D.V.Weerathilaka	85
Lax Centres for Promonoidal Categories P. Elango	87

Effects of Tannery Effluent and AM Fungi (GlomusIntraradices) on the Growth of Cow Pea Vigna Ungiculata L (Walp) T. Ravi Mycin, M. Lenin T. Devasena and C.V. Chitibabu	90
Development of a Soy (Glycine Max) Milk Toned Set Yoghurt N. Sarmini and K.F.S.T. Silva	93
Effect of Long Term Consumption of Selected Green Leafy Porridges on Liver Enzyme Profiles of Wistar Rats S.P.A.S. Senadheera and S. Ekanayake	97
Study of Marsilea Quadrifolia (AaraiKeerai) Kashaya in NeerilivuNoi. (Diabetes Mellitus) T. Kumutharanjan	101
Impacts of Agricultural Changes on Sustainable Agriculture: A Case Study on Madawalalanda Village in Ampara District S.I.S.Subasinghe	104
Effects of Different Levels of Tank Silt Application on Leaf Area and Biomass Partitioning of Maize (Zea mays L.) S. Hareendran, S. Sutharsan and S. Srikrishnah	107
Effect of Organic Liquid Mixture on Growth of Greengram (Vigna Radiata L.) V.Vithurshana and S.Sutharsan	109
Effect of Charred Biomass Addition on Fertility Characteristics of Soil S. Ambiha and N. Gnanavelrajah	112
Impact of Urea Integration with Different Organic Manures on C:N Ratio in Sandy Regosol S. Heerthiha and P. Premanandarajah	116
Factors Influencing Smallholder Cropping Systems in Two Agroclimatic Zones of Sri Lanka Sunethra Thennakoon	119
A Comparative Study on the Physiological Responses of Moisture Stress in Selected Chilli Cultivars During the Flowering Stage and the Impact on Yield S. Mahendran	122

Impact of Globalization on Food Consumer Patterns of the University Students: An Ethnographic Study H.D.P. Premarathne	126
Effects of Different Live Feeds on Growth Performance of Fighter Fish (Betta Splendens) Larvae S.S. Herath and K.S.S. Atapaththu	129
Evaluation on the Efficacy of Some Selected Botanicals in Controlling the Cotton Mealybug Phenacoccus Solenopsis (Tinsley) M.Prishanthini and M.Vinobaba	132
Assessing and Comparing the Quality of Enriched Compost with Distillery Spent Wash T. Anitha, M. Thushyanthy, S. Balakumar, M.Prabhaharan and P. Alvappillai	136
Standardise the Quality Parameters of Red Rice Parboiling Process Practices in Jaffna Peninsula M. Prabhaharan, K. Kannan and P. Alvappillai	140
Yield Response of the Groundnut (Arachis Hypogaea L.) Progeny from Plants Treated with Inorganic and Organic Fertilizers in Sandy Regosol T. H. Seran and M. Rajendran	146
The Effect of Electric Voltage on the Corrosion Rate of Aluminum (AA 5083) Plate in Seawater A.M. Muzathik, H. Sabri, C.W.M. Noor and K.M. Ranasiri	149
Morphogenic Response of in Vitro Explants Excised from ex Vitro Seedlings of Cashew (Anacardium Occidentale L.) G. Bavatharine and T.H. Seran	152
Air Pollution by Automobile Sources: A Case Study for Bangalore City M. Harish	155
Preliminary Study on Algal Development in Indoor Fish Tanks K.S.S. Atapaththu, K. Radampola and S.S. Herath	159
Spatial Distribution of Ergasilus Parvitergum from Etroplus Suratensis of Batticaloa Lagoon V. Sujaraini and P. Vinobaba	162

Surface Water Pollution and Its Impact on Land Value: Special Reference to Hamilton Canal W.D.K.V.Nandasena	165
Effect of Machine – Crop Parameters on Unthreshed Losses of Paddy in Axial Flow Thresher R. Bawatharani, D.N. Jayatissa and T. Sritharan	169
A Standard Method to Compare the Combined Quality Monitoring Schemes Using Average Run Length Properties A.M. Razmy and T.S.G. Peiris	172
Impact of Domestic and Other Waste Effluents on Equilibrium of Dissolved Oxygen in Stagnated Water Bodies M.F. Nawas, R. Senthilnithy and M.A.C.M. Haniffa	174
Water Pollution due to the Rubber Factories in Sri Lanka: Special Reference in Niyadurupola Rubber Factory L.K.G. Sugathapala and E.M.T.K.Senevirathna	178
Study the Predation Rate of Predatory Larva of Genus Lutzia at Different Prey Densities P. Jeyanthini and M. Vinobaba	181
Effect of Salt Stress on Some Physiological Parameters of Rice (Oryza Sativa l.) at Seedling Stage M.I.S. Safeena	184
Scar Marker Linked to the Co-2 Gene for the Anthracnose M.I.S. Safeena	187
Electrochemical Stability of PEDOT/DBS Conducting Polymer Films U.L. Zainudeen and M.A. Careem	190
Geological and Geotechnical Investigations to Assess Subsurface Conditions of South Eastern University Premises at Oluvil: A Case Study N.W.B. Balasooriya and Mahesh Samarawickrama	193
Paddy Production Pattern and Future Forecasting of Batticaloa District: A Time Series Analysis Vanitha Sivapathasundaram	197

Hyperspectral Remote Sensing Approach for Lithological and Mineral Mapping: A case study (Moyar – Bhavani Shear Zone) R. S. Kumar and Kuldeep Singh	200
Lysimeter Experiment for the Analysis of Nitrate-N Leaching in Root Crops: Carrot as a Test Crop T. Sellathurai, M.Thushyanthy and T. Srivaratharasan	203
A Novel Anti-Dandruff Formula Through Green Technology T. Devasena, T. Tamilarasi and T. Ravimycin	206
Information and Communication Technology	
An Overview of e-Learning Tools N. Pratheesh	209
Measuring Business - IT Alignment Status and IT Governance: Special Reference to 3 Selected Companies in Sri Lanka A. Ilmudeen	212
Information Technology Management Practices of Bank Branches: An Empirical Investigation P.Punitharaj and A.Anton Arulrajah	215
Development of a Web Based Land Information System (LIS) Using Integrated GIS Technology for Ampara Town, Sri Lanka. I.L.M. Zahir, Tilak Wijethunga Bandara and M.I.M. Kaleel	218
New Communication Technology and Changing Urban Areas Regarding Sustainability P.V.S. Janardhanam and P. Sujatha	221
Social Sciences	
யாழ் மாவட்ட சுற்றலாத்துறைக்கான வாய்ப்புக்களும், சவால்களும் U.L. Rizana, M.Vinoj and N.Sangeethan	223
Attitude Regarding Pre-School Education – A Perspective (A Study Based on Pre-Schools in Jaffna) Anushya Sathiaseelan	226
Problems Faced by Advance Level Students While Using School Libraries K.D.R.L.J.Perera	228

அம்பாறை மாவட்ட சனத்தொகை இயக்கமும் தாக்கங்களும் 1946-2011	231
ML. Fowzul Ameer	
வெளிநாட்டு வேலைவாய்ப்பால் ஏற்படும் சமூகமாற்றம்: ஒலுவில் பிரதேசத்தை மையப்படுத்திய விஷேட ஆய்வு முஹம்மத் ஹனீபா முஹம்மத் நைறூஸ் and அப்துர்றகுமான் அறூஸ்	233
Community Development Challenges and Opportunities in War Affected Areas in Sri Lanka Niluka Senarathne	236
Modern Trends and Distribution Patterns of Kitchen Gardens in Sri Lanka: Case Study in Biyagama Area T.W.M.T.W.Bandara	238
Poverty, Vulnerability and Social Aspects of Sri Lanka: A case Study on Vavuniya District P.Godwin Phillip	242
Effect of Flooding on the Socio-Economic Characters of Paddy Farmers in the Major Paddy Producing Divisional Secretariat Divisions of Batticaloa District S.Thanuejah and S.Sutharsan	246
Food Consumption Patterns of the Undergraduates: With Special Reference to Sabaragamuwa University of Sri Lanka M.S.K Balasooriya and P.M.I.Gamage	249
The Impact of Poor Political Socialization among Tea Estate Labourers in Sri Lanka: A Case Study of Ooduwerre Division in Badulla District W. M. C. U. Kumari, H. U. S. Pradeep and R. Ramesh	252
யுத்தத்திற்குப் பின்னரான இலங்கையின் வெளியுறவுக் கொள்கையின் புதிய பரிணாமமும் அது எதிர்கொள்ளும் சவால்களும்: ஓர் விமர்சனப் பகுப்பாய்வு M.I. Mohamed Irfan	255
Women's Rights Violation in Sri Lanka- Human Rights Approach Chandima Jayasena W.M.S.A.Samarakoon and H.U.S.Pradeep	257
யாழ்ப்பாணக் குடாநாட்டில் போர்த்துக்கேயர் கால பண்பாட்டுச் செல்வாக்கு: ஒருவரலாற்றுப் பார்வை க. அருந்தவராஜா	260

Ethical Dilemma of Suicide: A Philosophical Debate N.Sivakaran	263
பொருளாதார அபிவிருத்தியில் நுண்பாகநிதியிடலின் பங்களிப்பு: கோறளைப்பற்று தெற்கு பிரதேச செயலாளர் பிரிவு குறித்த ஒரு ஆய்வு T. Sasivathani	265
Paddy Land Management in Ampara District K.M.M. Faleel Haque	267
அம்பாறை மாவட்ட கரையோர மீன்பிடிக் கைத்தொழிலும் அதன் நிலையான அபிவிருத்தியும் S. Rafeeka	269
Reasons for Leaving Against Medical Advice: A Case Study of Divisional Hospital, Maruthamunai P.M. Mohamed Zameem and P.M. Nasrudeen	271
The Perception of Tea Plantation Community on Climate Change Case Study: Thambalagala Estate, Matale V.Vasanthakumary	274
An Analytical Study on Steps and Policies of Government for the Slum Dwellers of Sri Lanka: With Special Reference to the Bosewana Division of Colombo District W.M.N.S. Weerasekara and A.M.S.Banneheka	277
The Effectiveness of Community Mediating Role at Rural Level Disputes: A Study of Addalaichenai Mediation Board Coastal Area in Ampara District in Sri Lanka M.Abdul Jabbar and A.V. Manivasagar	280
Conception and Validation of "Emotional Intelligence Teaching Competency (EITEC)" Model P. Srinivasan and R. Alavandar	282
Smoking Habits and Poverty among Fisheries: A study based on Nintavur Divisional Secretariat Area M.Riswan	286
Utilization of Ground Water Resources in Sammanthurai Area: A Critical Study MIM. Kaleel	288

Local Democracy and Good Governance in Sammanthurai and Navithanveli Pradeshiya Sabhas of Eastern Province of Sri Lanka: A Comparative Study M.Abdul Jabbar and M.A.Mohamed Fowsar	291
Use of Problem Solving Strategies for Mathematics. T. Kalamany	293
இலங்கையின் ஏற்றுமதியில் வெளிநாட்டு நேரடி முதலீட்டின் தாக்கம் ஏ.எம்.எம். முஸ்தபா and எஸ்.சிவராஜசிங்கம்	296
Low Cost Yogurt Production and an Analysis of its Health Benefits V.N.Jeyadharshan	299
A Pilot Study on Education for Sustainable Development (ESD) in School Science Education at Grades 6 – 11 A.Nithlavarnan	303
The Influence of the Inter tropical Convergence Zone on Sri Lanka Climate N. Jeyadharushan and V. Nandakumar	305
கரையோர சூழல் பிரச்சினைகளும் முகாமைத்துவ நடவடிக்கைகளும்: ஹிக்கடுவைக் கரையோரப் பிரதேசத்தை மையப்படுத்திய ஆய்வு H.F.N Ameera Farook and M.I.M Kaleel	309
Is Sri Lanka's liberalization out dated? An Empirical evidences after 1977 A.A.M. Nufile, S. Santhirasegaram and S. M. M. Ismail	312
மண்முனை மேற்கு பிரதேச செயலாளர் பிரிவில் அண்மையில் ஏற்பட்ட வெள்ள அனர்த்தமும் (2010/2011) அதன் சமூக, பொருளாதார தாக்கம், வெள்ள அனர்த்தம்	316
Prakashnie Mohanprem Kumar and K. Rajendram	
Environmental Philosophical Ideas Embedded in the Hindu Tradition: A Philosophical Analysis R. Premkumar	320
Women's Fertility Preferences In Sri Lanka M.D.J.W Wijesinghe	323
A Study on Policies towards Horizontal Inequalities: Conflicts in Sri Lank and Post-war Development Process M.M. Fazil	327

Economic Implications of the Intensity of Fiscal decentralization: Evidence from Sri Lanka Dualni Liyanahetti	330
Problems and Challenges Faced by Norwegian Mediation in the Sri Lankan Peace Process during the Period of 2001 – 2006 W.K. Ranjith Dikwella	334
External Intervention and Civil War Duration: Analyzing the Effects of Intervention Strategies in Sri Lanka M.M. Ihjas	338
Distribution of Ostracoda in the Mullipallam Creek, South East Coast of India: Implications on Microenvironment S.M. Hussain, A. Kalaiyarasi and V. Madha Suresh	340
A Geographical Study of Urban Sprawl of Patna City Using Geoinformatics S. Indhira Gandhi, V. Madha Suresh and M.F. Fazeela	342
சம்மாந்துறை பிரதேச செயலகத்திற்குட்பட்ட பகுதியில் சிறுவர் ஊழியம் தொடர்பான ஒரு ஆய்வு S.M. Ahamed Lebbe and M.F. Fazeela	345
Influence of Flood on Education: Implications for Mitigating the Adverse Effects N.M.A Jayasinghe	348
Factors Affecting Paddy Farmer Households' Credit, Income and Expenditure: A Study of Sammanthurai Divisional Secretariat Area S.M. Ahamed Lebbe	352
A Need for Electoral Reforms in the Post Conflict Sri Lanka S.M. Aliff	356
Urban Sprawl and its Impact on Natural Resources: A Geo-Informatics Approach G.Bhaskaran, Amitha G.Prakash and K.Gopinath	358
Variability of Rainfall Distribution in Coastal Districts of Nagapattinam and Kanyakumari, Tamil Nadu: A Comparative Analysis Thulasimala Dhuruvan and Tilak Wijethunga Bandra	362
Water Supply in Chennai City P. Sujatha and P.V.S. Janardhanam	364

Lecturer-Student Interaction: Can it Help Overcome the Language and Comprehension Problems of Students in English Medium Lectures? A. M. Mohamed Navaz	366
அரிசி ஆலைக் கைத்தொழிற்சாலைகளும் சூழலியல் தாக்கங்களும்: நிந்தவூர் பிரதேசத்தை மையப்படுத்திய ஆய்வு K. Kuraisiya	368
மஹா, யால நெற்பயிர்ச் செய்கை நடவடிக்கைகளில் நீர்ப்பாசனத்தின் பங்களிப்பு - முள்ளிப்பொத்தானைப் பிரதேசத்தினை மையப்படுத்திய ஆய்வு S.M. Naseer and M.H. Mohamed Rinos	370
யோகமும் மனிதமாண்பும்: ஓர் ஆய்வு K. Kaneshrajah	373
Language, Religion and Culture	
நிகரன்களைத் தேடும் போது எதிர்கொள்ளும் சவால்கள்: சிங்களம்- தமிழ் மொழி பெயர்ப்பு அனுபவங்கள் ஊடானஓர் உரையாடல் A.F.M.Ashraff and Thasmina Ibrahim	377
மலையக நாவல்கள் சித்திரிக்கும் பெரியகங்காணி: ஓரு நோக்கு S.Y.Sirithar	380
தமிழ் விமர்சன வளர்ச்சிக்கு எம். எம். எம். மஹ்ரூப் (பீ ஏ ஆனர்ஸ்) அவர்களின் பங்களிப்பு செ.யோகராசா	383
தமிழில் ஒப்பிலக்கிய ஆய்வுகளின் எதிர்காலம்: ஓர் ஆய்வு நோக்கு E.Cumaran	385
திருக்கரசைப் புராணம் - அழிந்துசெல்லும் ஓர் ஆலயத்தின் ஆதாரவேடு: அகஸ்திய ஸ்தாபனத்தைப் பற்றிக் கூறும் திருக்கரசைப்புராணத்தை மையப்படுத்திய ஓர் ஆய்வு N. Subaraj	388
தமிழை இரண்டாம் மொழியாகக் கற்றல் - கற்பித்தலில் உள்ள பிரச்சினைகள் Kavitha Sivapalan	391
தமிழில் நவீன இலக்கியத் திறனாய்வு வளர்ச்சிக்கு ஈழத்தறிஞர்களின் பங்களிப்பு: வரலாற்றுத் திறனாய்வு நோக்கு க.அருந்தாகரன்	395
புதுமைப்பித்தன் சிறுகதைகளில் தொன்மம் செல்வரஞ்சிதம் சிவசுப்பிரமணியம்	398
இஸ்லாமியத் தமிழ் இலக்கியமும் நவீனதமிழ் இலக்கியமும்: "கனீமத்" தொகுதியை முன்னிறுத்தியதொரு ஆய்வு எம்.ஏ. முனும்மது ருமீஸ்	401