



“Knowledge Sharing for Present and Future Needs”

11th Academic Sessions and

10th Vice Chancellor's Awards - 2014

Organized by:

Faculty of Management and Finance

University of Ruhuna

Matara

11th Academic Sessions and 10th Vice Chancellor's Awards - ASUoR 2014

19th March 2014

University of Ruhuna, Matara, Sri Lanka

Agenda

- 07.30 - 08.30 Registration
- 08.30 - 08.40 Ceremonial Procession
- 08.40 - 08.50 Lighting Traditional Oil Lamp
- 08.50 - 08.55 University Song
- 08.55 - 09.00 Welcome Speech
Dr. Thusitha Gunawardana, Chairperson ASUoR
- 09.00 - 09.15 Address by the Vice Chancellor
Senior Professor Gamini Senanayake
- 09.15 - 09.30 Address by the Chief Guest
Mr. R. Ragunathan, Consul General, Indian High Commission, Hambanthota
- 09.30 - 10.10 Keynote Speech
Professor H.D. Karunaratne, Dean, Faculty of Management and Finance,
University of Colombo
- 10.10 - 10.40 Oration
Dr. P.M.C.S. De Silva, Senior Lecturer, Faculty of Science,
University of Ruhuna
- 10.40 - 10.50 Best Presenters awards
- 10.50 - 11.10 10th Vice Chancellor's Awards
- 11.10 - 11.15 Award of Professor Emeritus
Professor D. Atapattu
- 11.15 - 11.20 Award of Professor Emeritus
Professor C. Pathirana
- 11.20 - 11.25 Award of Professor Emeritus
Professor R.N. Pathirana
- 11.25 - 11.30 Vote of Thanks
Professor Dharma Rajapaksha, Secretary, ASUoR
- 11.30 - 11.40 Cultural Event
- 11.40 - 11.45 National Anthem
- 11.45 - 12.00 Refreshments
- 12.00 - 14.00 Technical Sessions and Poster Presentations
- 14.00 - 14.30 Lunch
- 14.30 - 16.30 Technical Sessions and Poster Presentations
- 16.30 Refreshments

11th Academic Sessions and 10th Vice Chancellor's Awards
Ceremony – ASUoR 2014

Knowledge Sharing for Present and Future Needs

At Faculty of Management and Finance on 19th March 2014

12.00 – 14.00 Session A-1: Language and Literature 1

Venue: SOC1

Chair : Prof. A.J Ruhunehewa
Panel Members : Prof. P. Vithanage
Prof. S. Manawadu

Beyond Language Structures: A Process Approach to Writing in Second Language
at the Undergraduate Level

Wimal Wijesinghe

සිංහල ළමා කාව්‍ය සාහිත්‍යයෙහි සම්භවනය පිළිබඳ අධ්‍යයනයක්

J. Amarasinghe

ගිරා සන්දේශයෙහි අම්බලමේ කතාවෙන් හෙළි වන තත්කාලීන විනෝද සංස්කෘතිය
පිළිබඳ විමර්ශනයක්

W. G. A. Darshanie

බලපිටිය අම්බරුක්බාරාමය පොත්ගලෙහි ඇති අප්‍රකාශිත කෘතියක් පිළිබඳ
විමර්ශනාත්මක අධ්‍යයනයක්

S. S. Maduwanthi

කුස ජාතකයෙහි අන්තර්ගත පබාවතී වර්තයෙහි කාලානුවර්තී ප්‍රතිනිර්මාණය පිළිබඳ
අධ්‍යයනයක්

L.H.J. Lakmini

හයිකු හා මුක්තක අතර ඇති සම්බන්ධය පිළිබඳ විමර්ශනයක්

M.P.C.S. Mapapathirana

කඳවුරු සිරිතෙන් හෙළි වන තත්කාලීන සමාජය පිළිබඳ විමර්ශනයක්

G.D.I.U. Dasanayake

Chair : **Prof. P.L.A.G.Alwis**
Panel Members : **Dr. J.A.P. Bodhika**
Dr. Sanjeeva Witharana

Development of a Simplified Francis Turbine for Pico-Hydropower Generation
N.K. Hettiarachchi, K.R.M.M.B.R. Bandara, A.N.M.C.N. Abesiri, and M.M.K.D. Chathuranga

Performance Simulation of a Small Scale Vertical Axis Wind Turbine (VAWT) with the Integration of a Wind Deflector System
N.K. Hettiarachchi, R.M. Jayathilaka, and J.A. Sanath

QAM Classification using Higher-Order Cyclic Cumulants
E.H. Jayatunga

Calcium Hydroxide as an Alkaline Solution for Electrochemical Chloride Extraction (ECE) Method
B.H.J. Pushpakumara, Sudhira De Silva, and G.H.M.J. Subashi De Silva

Workers Awareness on the Acute and Chronic Effects of Risk Factors in Building Construction Sites
V.H.P.Vitharana, G.H.M.J. Subashi De Silva, and Sudhira De Silva

Efficiency of *Typha Latifolia* (Broad-Leaved Cattail) for Treatment of Municipal Wastewater from Batticaloa Urban Council using Constructed Wetlands
P. Rajiharan, R.A. Maithreepala, and H.B. Asanthi

Impact of Leachate Circulation on Co-Digestion of Rice Straw and Market Waste for Biogas Production
W.M.A.K.W.Wanninayaka and S. Wijethunga

Preliminary Results on the Preparation of CdTe Thin Films using Electrodeposition Technique for Applications in CdS/CdTe Solar Cells
D.A.Madarasinghe, G.D.K. Mahanama, and W.G.D. Dharmarathna

Chair : Prof. Sarath Amarasinghe
Panel Members : Prof. A.K.G Jayasinghe
Rev. Dr. Beligalle Dammajothi Thero

Current Trends Related to Falariaisis in the Matara Dristrict
G. Edirisinghe

ශ්‍රී ලංකාවේ ධීවර ගමක පශ්චාත් සුනාමී සමාජ ස්ථරායනය ගොඩ නැගෙන ආකාරය සහ
ඊට බලපාන සාධක පිළිබඳ සමාජවිද්‍යාත්මක අධ්‍යයනයක්
S.S. Thenabadu

මූ්තාන්‍ය ඉඩම් ප්‍රතිපත්තිය තුළින් වෙනස් වූ ශ්‍රී ලාංකේය සමාජය
K. Jayasinghe

සිංහරාජ වනාන්තරය ආශ්‍රිත ජන අත්කම් (සිංහරාජ වනාන්තරය ආශ්‍රිත කුඩව ගම්මානය
ඇසුරෙනි)
J. Amarasinghe and D. Hewage

සංවර්ධනය කරා ළඟා වීමේ දී ප්‍රාදේශීය නිලබල ධුරාවලියේ අදාළත්වය පිළිබඳ
සමාජවිද්‍යාත්මක අධ්‍යයනයක්
A.H. I. Sanjeewa

සුළු අපනයන හෝග වගාව ප්‍රවර්ධනය පිළිබඳ ගැටලු අධ්‍යයනය කිරීම (බද්දේගම සහ
දිද්දේණිපොත ප්‍රාදේශීය ලේකම් කොට්ඨාස ඇසුරෙනි)
D. Champika Delamulla and A.D. Gunawardhana

ශ්‍රී ලංකාවේ පශ්චාත් යුද සමයෙහි උතුරේ ද්‍රවිඩ ජනයාගේ විදේශීය සංක්‍රමණ කෙරෙහි
බලපාන සමාජීය සාධක : යාපනය කිලිනොච්චිය නගරය ආශ්‍රයෙනි
S.I. Madhumali

The Discourse Pertaining to Illegal Migration in Sri Lanka
I. Renuka Priyantha

Chair : **Prof. S. Wawwage**
Panel Members : **Dr. B.M. Sumanarathne**
Mr. M.V. Chandrasiri

Response of *Chromolaena Odorata* to Different Soil Textures

Viraj Ranawakage, Champika Ellawala, and G.C. Thushara Chaminda

Effectiveness of a Health Education Programme Designed for Public Health Midwives (PHMs) on Screening for Congenital Hypothyroidism (CH), Southern Sri Lanka

Bimba Wickramarachchi, Manjula Hettiarachchi, and Bilesha Perera

පුරාවෘත්තවල හා ශිලා ලේඛනවල එන දුටුගැමුණු රජුගේ බිසෝවරුන් පිළිබඳ ව මහාවංශයේ අන්තර්ගත නොවීම පිළිබඳ විමර්ශනාත්මක අධ්‍යයනයක්

J.A.D Koushalya

මාතර කොටුවේ යටත්විජිත යුගයට අයත් ඉදිකිරීම් පිළිබඳ ගවේෂණාත්මක අධ්‍යයනයක් (පොදු ගොඩනැගිලි හා පරිපාලන ගොඩනැගිලි ඇසුරින්)

T. A. Tenuwara

වර්තමාන ඉන්දියාවේ බෞද්ධ ප්‍රබෝධයට ආචාර්ය අම්බේඩ්කාර්ගෙන් ලැබුණු දායකත්වය

Unuwathura Bubule Mahinda Thero

Variation of Mathematics Knowledge of Engineering Students

M.H. M. R.S. Dilhani, C.Kariyawasam, and R.L. Perera

Chair : Dr. Cyril Kariyawasam
Panel Members : Dr. A. Rathnayake
Prof. Lesli Jayasekara

Enhanced Finite Element Modeling Method and Efficient Maintenance Strategy for Steel Bridge Infrastructures

J.M.R.S. Appuhamy and M. Ohga

Modeling and Developing an Interactive Map for Galle Fort, Sri Lanka

B.M.S. Banduthilake, C. Kariyawasam, and A.M.N. Alagiyawanna

Development of Flood Damage Estimation Functions: A Case Study at Upper Gin River Basin

S.P.S.P.Kulathunga, N.D.P. Ransara, and G.H.A.C. Silva

Effect of Temperature on Acid Esterification of Free Fatty Acids in Chicken fat

K. Pathmasiri, and C.S. Kalpage

Identifying the Consumer Expectations from Fast Food Outlets in Sri Lanka

R. L. Perera

Investigation of RF Based Wireless Energy Transmission for Micro-Scale Electronics Devices

D. S. De Silva, S.H.K.K. Gunawickrama, and K. Pirapaharan

Real Time Human Gesture Simulation

K.M.S.Y.Konara, N.S. Colombage, D.M.W.A. Dassanayake, and R.A.D.M. Vijesiri

Evaluation of the Effect of Temperature and CO₂ increase along with the Reduced Rain fall, on Water Components of Future Rice Production in Australia.

A Liyanage , KB Dassanayake

Chair : **Prof. L.M. Abeywickrama**
Panel Members : **Dr. (Mrs.) M.B.F. Mafasia**
Dr. M.K.Wanniarachchige

Identification of Causes of Boredom at Work in Brandix Essentials Hambantota and Gives the Suggestions

W.G.N.P. Kumari and R.M.D.D. Rathnayake

Factors Affect to the Employee Retention Intention

W.G.N.Garsha and J. Ramawickrama

Impact of Management Skills on the Success of Small and Medium Scale Enterprises in Sri Lanka: With Special Reference to Matara District

D.M. Liyanage, A.M. Madhumani, K.S.S. Abeygunawardana, and R.M. Rathnayake

Determinants of Tax Payer's Perception towards Income Tax Evasion in Sri Lanka

P.D.H. Liyanage and H.V.D.I. Abeywickrama

The Impact of Group Emotional Intelligence on Team Effectiveness (With Special Reference to Brandix Essentials Limited - Rathmalana)

U.G.S. Lakmali and K.G. Priyashantha

Impact of Reward on Employees' Performance: With special reference to an Apparel sector Organization.

K.W.R.S. Jayasundara and G.K.H. Ganewatta

Determinants of Job Satisfaction of Non Academic Employees: Special Reference to University of Ruhuna, Sri Lanka

P.M.S.P. Yapa, R.M. Rathnayake, Gamini Senanayake, and P. Premakumara

Chair : Prof. Vinitha Wijeratne
Panel Members : Dr. Indunil Pathirana
Dr. Yasoda Hirimuthugoda

Effect of Standardizing Milk Base Using 5 Fold Ultrafiltered Cow Skim Milk Retentate on Quality Characteristics of Plain Set Yoghurt

N. M. N. K. Narayana and V.K. Gupta

Preference and Welfare Status of Broilers Exposed to Different Litter Substrates

D. Senaratna, A.A.P. Madusanka, N.S.B.M. Atapattu, and W.W.D.A.

Gunawardena

Determination of Optimum Dietary NaCl Requirement for Growth of Broiler Finishers using Choice Feeding Method

N.A. Pethiyagoda, K.P. Wickramasinghe, and N.S.B.M. Atapattu

Present Status of Dairy Calf Management in Semi Intensive System in Welimada, Sri Lanka

H.G.T.N. Gunawardana, T.S. Samarakoon, and W.W.D.A. Gunawardena

Effects of Herbal Anti-microbial Amendments on Ammonia Emission from Broiler Litter

P. W. A Perera, N.S.B.M. Atapattu, and I.M.I. Sandaruwan

Chair : Prof. P. Vithanage
Panel Members : Prof. S. Manawadu
Prof. A.K.G. Jayasinghe

Constitutional Crises in Sri Lanka: Implications for Nation Building
Indrajee De Zoysa

කෝලම් නාටකයේ දේශපාලන ආර්ථික ව්‍යුහ පිළිබඳ විමර්ශනයක්
J. Amarasinghe and S.Kariyakarawana

ජනමාධ්‍ය තර්කනය සහ සමකාලීන අවුරුදු ඔන්විල්ලාව
J. Amarasinghe and S.H.N.I. Seelawansa

මහල් තහංචි කවි පිළිබඳ සාහිත්‍යමය දැකීමක්
Y.M.C.K Yaparathne

නූතන සිංහල නවකථාවේ මනෝවිශ්ලේෂණවාදී ප්‍රවණතාව (2005 සිට 2011 දක්වා රාජ්‍ය සම්මාන නවකථා ඇසුරින් කෙරෙන අධ්‍යයනයකි)
W.A.D.T. Kumari

සැබෑ ලෝකය, පරිකල්පිතය හා සාහිත්‍ය නිර්මාණය (එදිරිවිර සරච්චන්ද්‍ර විසින් රචිත සිංහබාහු නාට්‍ය පෙළ ඇසුරෙන් කෙරෙන විමර්ශනයක්)
J.A Madhushani

රාජරත්නාකරයේ මෙහෙණවර වංශයෙන් හෙළි වන ඓතිහාසික තොරතුරු පිළිබඳ අධ්‍යයනයක්
Y.A.M. De Siva

Chair : Prof. P. Hewage
Panel Members : Rev. Dr. Beligalle Dammajothi Thero
Dr. U. Abeyrathne

ශ්‍රී ලංකාවේ විදේශ ප්‍රතිපත්තියේ මැනකාලීන ප්‍රවණතා (2005- 2012)
K.D Gayani

පශ්චාත් යටත්විජිත ශ්‍රී ලංකා සමාජයේ මහා පරිමාණ කෘෂිකාර්මික යෝජනා ක්‍රම ආශ්‍රිත සමාජ ආර්ථික ගැටලු පිළිබඳ අධ්‍යයනයක්
J.A Lakmini

කලා නිර්මාණයන්හි අපූර්වත්වය පිළිබඳ විමර්ශනයක්
W.T.H.H. Weerasinghe

Factors Associated with Risky Sexual Behaviors among Youth in Galle Coastal Region
N. S. Fernando, B. Perera, and H.H.I.K. Fernando

මව විදේශගත පවුල්වල දරුවන්ගේ ද්විතීයික සමාජානුයෝජන ක්‍රියාවලිය පිළිබඳ සමාජ විද්‍යාත්මක අධ්‍යයනයක්
P.M. Kankanamge

මාක්ස්වාදී දර්ශනයේ ගැබ් වන සමාජ විඥානය පිළිබඳ අධ්‍යයනය
S.K.T. Liyanage and S.W. Amarasinghe

Causes of Child Sexual Abuses in Matara District of Sri Lanka
S.W.Amarasinghe, Upali Pannilage, and N.G.U.S. Wijepala

සංවර්ධනය; ආදිවාසී ජරජාවන් ගේ අනන්‍යතා අහෝසිවීම
D.M. Nilusha Dalpitiya

Chair : **Professor Emeritus (Mrs.) C. Pathirana**
Panel Members : **Mrs. D.A.B.N. Gunarathne**
Dr. R.S. Janaka Lenora

Diversity Analysis of Selected Traditional Rice Accessions with the Same Name
V.V. Karunamuni, A.L. Ranawake, and S.G.J.N. Senanayake

Effect of Days to Flowering on Plant Height and Yield in Rice
A.L. Ranawake, U.G.S. Amarasinghe, and M.J. Hewage

Enhanced Shoot Regeneration of Radish (*Raphanussativus*L) Var. *Beeraluby*
Natural Organic Additives in *In Vitro* Condition
I.P. Manawadu, N. Dahanayake and S.G.J.N. Senanayake

Evaluation of Hepatic and Renal Toxicities of the Aqueous Extract of *Costus Speciosus* (J.König) Sm Leaf in Animal Model; Biochemical and Histopathological Perspectives
H.W.A.S.Subasinghe, L.M. Hettihewa, S. Gunawardena, and T. Liyanage

Effect of *Coccinia Grandis* (Ivy Gourd) Extract on the Pancreatic β -cells in Streptozotocin Induced Diabetic Rats
A.P. Attanayake, K.A.P.W. Jayatilaka, C. Pathirana, and L.K.B. Mudduwa

Population Differentiation and Sexual Dimorphism of *Puntius chola* (Pisces: Cyprinidae) in Sri Lanka Revealed from Morphometric and Osteological Data
M.A. Dilhani and K.B. Suneetha Gunawickrama

Taxonomic Identification of Six Morphs of Common Edible Marine Crabs (Crustacea: Decapoda) in the Southern Coast of Sri Lanka.
B. C. J. De Silva and D.H.N. Munasinghe

Diurnal Vertical Distribution of Zooplankton with Variations of Basic Physico Chemical Parameters in Muruthawela Reservoir
H.C.C. De Silva, R.A. Maithreepala, H.B. Asanthi, and T. Priyadarshana

Chair : **Prof. D. Atapattu**
Panel Members : **Prof. M. Rathnayake**
Mrs. G.T.W. Sriyani

Socio Economic Aspects of Whale Watching Industry in Southern Coast of Sri Lanka

E.P.D.N. Thilakarathne, Terney Pradeep Kumara, and R.M.G.N. Thilakarathne

Socio- Economic Issues of Ex-women Combatants in the Context of Post conflict Sri Lanka

Upali Pannilage and Nilima Raj

Identification Problems of Associated with the Paddy Cultivation in the Thihagoda Divisional Secretariat Division

D.C.L. Gurusinghe, P.D.S. Sirimanna, and W.K.K.S. Lakma

Managing Continuity in the Family Driven Entrepreneurial Venture

D.Samarawickrama

Critical Success Factors Affect to the Successfulness of Small and Medium Scale Entrepreneurs

E.K. Jayamapthi and D. Samarawickrama

The Role of Prestige Power in a Distribution Channel: An Empirical Investigation in a High Power Distance Context

T.S.L.W.Gunawardana and H.S.C. Perera

14.30-16.30 Session B-5: Marketing

Venue: CON

Chair : **Prof. H.S.C. Perera**
Panel Members : **Mr. R.M. Rathnayake**
W.M.R. Laksiri

Development of IDF curves for GALLE Meteorological Station
R.M.K.C.Rajapaksha, N.D.P. Ransara, and G.H.A.C. Silva

Marketing Constraints of Export Floriculture Industry in Sri Lanka
D.M. Gamage, M. De Zoysa, and L. Samarappuli

Social Media Usage Pattern among the Undergraduates
T.R.Wijesundara

The Impact of Sponsorships on Customer Loyalty
A.C. Karunaratna and S.R. Wijewardana

Predicting the Entry Mode Choice of Higher Educational Institutes using Resource Based Theory; A Proposition Development Study
Amila Buddika Sirisena

Impact of Responsive Market Orientation on Organizational Performance through Innovation and Market Driving
L.C.A. Pushpakumara and T.S.L.W.Gunawardana

Does Ownership Affect Financial Performance of Sri Lankan Commercial Banks: A CAMEL Based Approach
U.K.T. Samankumari and M.K. Wanniarachchige

Chair : Professor Emeritus R.N. Pathirana

Panel Members : Prof. S.D. Wanniarachchi

Dr. G.Y. Jayasinghe

Effect of Mycorrhizae on Drought Tolerance and Yield of Soybean (*Glycine max* L)

N. Dahanayake, C.J. Alawathugoda, A.L. Ranawake, and S. Kumarasinghe

Characteristics of Water Dependent Repellency of Soils Amended with Hydrophobic Organic Matter

D.A.L. Leelamanie and T.D.P. Liyanage

Water Stability of Model Aggregates in Relation to the Contact Angle and Wetting Rate for Japanese Surface Andisol

D.A.L. Leelamanie and J. Karube

Ionic Strength Effects on the Oxidation of Vitamin C

K.V. M. Udayakanthi and K.R. Fernando

Plywood Adhesive Preparation and Evaluation with Soybean Flour in the Presence of Phthalic Anhydride, Glycerol and Epoxy Resin as Modifiers

L. A. Panamgama and S.M.N. Wasundhara

Corrosion Inhibition Effect of Water Extract of Teak (*Tectona grandis*) Leaves on Mild Steel in 1M HCl

M. Edussuriya and U.S.K. Arachchige

12.00 – 14.00 Session C 1: Poster Sessions – Animal Science and Nutrition Venue: ELT

Panel Members : **Dr. Anton Perera**
 Dr. N. Narayana

Biomass Estimation of Economically Important Sea Weeds along the Southern Coast of Sri Lanka

N.Y. Hirimuthugoda, N.G.L.S. Hansagith, and V. Pahalawattaarachchi

Behaviour of Japanese Quails (*Coturnix japonica*) Kept on Different Bedding Materials

N.A. Pethiyagoda, H.G.T.N. Gunawardhana, D. Senaratna, K.G.S.C. Katukurunda and H.A.A.Y. Buddika N.S.B.M. Atapattu

Effect of Dietary Crude Protein Levels and Phytase Supplementation on Contact Dermatitis Conditions and Litter Parameters of Broiler Chicken

H.G.T.N. Gunawardana, K.G.S.C. Katukurunda, and N.S.B.M. Atapattu

Baseline Study on the Nutritional Status of Rural Population in Ambagahakanda village Adjacent to the Sinharaja Forest

V.S. Jayamanne

Effect of *Aeschynomene indica*, *Fimbristylis miliacea* and *Cyperus iria* on Growth and Yield of Rice (*Oryza sativa*) Variety LD 365

K.P.I. Inoka and N. Dahanayake

Assessment of Nutritional Status and Adequacy of Dietary Intake among Institutionalized Elders in Galle

M. A. M. Aasath and C.J. Wijesinghe

Panel Members : **Dr. K.R. Frenando**
 Dr. E.I. Waidyaratne

Investigation of Cytotoxicity by Brine Shrimp Assay and Total Phenolic Content of *Flueggea leucopyrus* (Willd.)
V.P. Bulugahapitiya and M.M.A.B. Munasinghe

Effects of Maturity and Hormone Level on Regeneration of Radish (*Raphanussativus* L) Var. *Beerluby* Apical Buds
I.P. Manawadu, N. Dahanayake, and S.G.J.N. Senanayake

Callus Induction and Plant Regeneration of selected *Indica* and *Japonica* Rice cultivars via Anther culture.
P.L.P.S Sandaruwani and D. Rathnasekara

Effect of Sugar Source for Anther Culture response of selected *Indica* Rice Varieties
PLPS Sandaruvini and Disna Ratnasekera

Patterns and Correlates of Health Care Utilization among Children with Cerebral Palsy Attending a Tertiary Care Setting: Implications for Long Term Care
C.J. Wijesinghe, C.G. Hewage, and P. Fonseka

Knowledge and Attitudes on Smoking among Adult Patients with Ischemic Heart Disease (IHD)
W.G.C. Kumara and M.B. Samarawickrama

Variation of Electric Potential in a Semiconducting Hetero Structure Placed in an External Electric Field
M. D. De Silva and S.D. Perera

Rainfall Factor that Affecting Dengue Disease in Sri Lanka
G. Edirisinghe

Effect of mono-cropping and inter-cropping of Cowpea (*Vigna unguiculata*), Bush Bean (*Phaseolus vulgaris*) and Tomato (*Lycopersiconesculentum*) on crop growth and yield and soil microbial activity
DMP Dissanayake and N Dahanayake

Panel Members : **Dr. Aruna Kumara**
 Dr. (Mrs.) N. Ranatunga

Effect of Weedy Rice Density on Tillering and Plant Height of Direct-seeded and Transplanted Rice

K.M.A.S.K. Rupasingha and Disna Ratnasekera

Evaluation of Allelopathic Potential of Selected Traditional Rice (*Oryza sativa* L.) Cultivars in the Early Vegetative Stage on Barnyard Grass (*Echinochloa crus-galli*) Seedling Growth

A.S. Ranagalage, D.L. Wathugala, and H.K.M.S. Kumarasinghe

Understanding Phenotypic Diversity of Some Traditional Rice Cultivars

M.J. Hewage, N.G.J. Pradeepika, and A.L. Ranawake

Screening Traditional Rice Cultivars for Salinity Tolerance at Vegetative Stage

N.G.J. Pradeepika, A.L. Ranawake, and S.D. Wanniarachchi

Competitive Ability of Some Weedy Rice Populations at Vegetative Stage Compared to Cultivated Rice

K.M.A.S.K. Rupasingha and Disna Ratnasekera

Evaluation of Re-germination and Seedling Vigor of Rice (*Oryza sativa* L.) After Different Period of Water Stress on Germinated Seeds

U.G.A.T. Premathilake and D.L. Wathugala

Determination of Yield and Yield Components of Traditional Rice Cultivars of Sri Lanka in *Yala* and *Maha* seasons

U.G.S. Amarasinghe and A.L. Ranawake

12.00 – 14.00 Session C 4: Poster Sessions –Management and Social Sciences

Venue: ELT

Panel Members : **Mr. J.J. Garusing Arachchi**
 Mrs. K.A.S. Sriyani

Horizontal Diversification of Ceylon Tea Industry: Future Scope and Market Potential

H.M.C.G. Pilapitiya, M. De Zoysa, and K.H.S.K. Kithsiri

Job Stress of Agriculture Graduates: A Case Study on Government Graduate Scheme

A.L. Sandika and N. Kalansooriya

Factors Influencing Households' Willingness to Pay for Improved Waste Management in Kalutara Urban Council Area

S.R. Amarasinghe

Impact of Experience, Education and Perception of Employees on Effective Use of Human Resource Information Systems: A Comprehensive Investigation of Apparel Manufacturing Sector of Sri Lanka

B.H.V. Prasanthika, K.G. Priyashantha, and M.T.T. De Silva

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D.D.S. Hemamali

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P.G.H.T Madhushani

Information Needs and Information Seeking Behaviour of the Academics of the Faculty of Agriculture, University of Ruhuna

S.L. Gammanpila

12.00 – 14.00 Session C 5: Poster Sessions –Marketing I

Venue: ELT

Panel Members : **Mr. H.V.D.I. Abeywickrama**
 Dr. Tissa Hemarathne

Impact of Sales Persons' Selling Behavior on Customer Satisfaction: With Special Reference to Insurance Agents

U.S.Priyadarshani and G.P.K. Nishadi

Factors Influencing on Consumer Purchase Intention: With Special Reference to Super Market's Fast Moving Consumer Goods

K.R.N. Sameera and G.P.K. Nishadi

The Relationship between Celebrity Personality and Brand Personality: With Special Reference on Airtel TV Commercial

L.Yapa

Impact of Social Media Advertisements on Purchase Intention of the Customers

J.U. Liyanage and T.S.L.W.Gunawardana

The Impact of Cause Related Marketing on Brand Loyalty

K.D.N. Damayanthi and T.S.L.W.Gunawardana

The Effect of Market Orientation and Entrepreneurial Orientation on Organizational performance through Commitment

D.M.D.D. Dhanasekara and T.S.L.W.Gunawardana

Mobile Marketing Effects on Consumer Attitudes

M.A.L. Hansika and T.S.L.W.Gunawardana

12.00 – 14.00 Session C 6: Poster Sessions –Marketing II

Venue: ELT

Panel Members : Mrs. Jayarani Ramawickrama
Mr. Deepal Guruge

Impact of Online Retail Store Environment on Customer Purchase Intention
M. Niwanthika and G.P.K. Nishadi

The Impact of Green Marketing on Consumer Purchase Intention
H.H.T. Thimendra and T.S.L.W. Gunawardana

The Impact of Services Quality on Customer Satisfaction
W.H.D.P.U. Gunarathne, M.A.K.A.N. Madushani, B.W.S.T. Seuwandi, W.W.G.P. Dilshika, and A.M. Jayasekara

The Relationship between Brand Personality and Brand Preference on Cosmetic Brands in Sri Lanka
D.N.W. Jayawardhana, E.C.D. Soysa, C.D.L.M. Basnayaka, W.G.D.S. Weerasinghe, and A.B.D. Tharusha

The Impact of Glass Ceiling Effect on Conflicts in Dual Career Families: with Special Reference to Female Professionals in Sri Lanka
M.T.T. De Silva and K.G. Priyashantha

The Relationship between the Emotional Appeal Advertisement and Brand Recall
D.G.I.S. Rupamala and T.S.L.W. Gunawardana

Adoption of Mobile Banking in Sri Lanka
C.H.M. Wathsala, S.D. Erangani, P.A.N. Tharangani, C.I. Kanakarathne, and W.D.Y. Madhusanka

NOTES

NOTES

Session Arrangements

Session	1	2	3	4	5	6	7
A 12.00 -14.00	SOC 1	MGT 1	SOC 2	CGU	CON	SOC 3	SDC
B 14.30 -16.30	SOC 1	MGT 1	SOC 2	CGU	CON	SOC 3	-
C 12.00 -14.00				ELT			

Room Number	Room Name	Location
SOC 1	Sociology Lecture Room 1	2 nd Floor Management Faculty Building
SOC 2	Sociology Lecture Room 2	
SOC 3	Sociology Lecture Room 3	
MGT 1	Management Faculty Lecture Room 1	3 rd Floor Management Faculty Building
CGU	Career Guidance Unit	
CON	Conflict Study Centre	
SDC	Staff Development Centre	
ELT	English Language Teaching Unit	Department of English Language