

GLOBAL ACADEMIC RESEARCH INSTITUTE
COLOMBO, SRI LANKA



PROCEEDINGS

GARI RESEARCH CONFERENCE 2016

On 02nd December 2016
@ Galle Face Hotel, Colombo, Sri Lanka

ISSN 2424-6484

GLOBAL ACADEMIC RESEARCH INSTITUTE

87/23A, Kohila Kotuwa Road, Neelammahara,

Maharagama, Colombo, Sri Lanka

Tel: +94-112-849-268 / Fax: +94-112-849-426

Mobile: +94-773-940-838 / +94-715-279-696

For Registration: registration@gariteam.com

For Help: helpdesk@gariteam.com

Whatsapp / Viber: +94-773-940-838

Skype: gari.conference

Web: <http://globalacademicresearchinstitute.com>

DISCLAIMER

The responsibility for opinions expressed, in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the Global Academic Research Institute of the opinions so expressed in them.

Official website of the conference

<http://gariconference.com>

Proceeding of the GARI RESEARCH CONFERENCE 2016

Edited by Global Academic Research Institute Publication Department

Copyright © GLOBAL ACADEMIC RESEARCH INSTITUTE

51 Pages

All right are reserved according to the code of intellectual property act of Sri Lanka, 2003

Publish by: Global Academic Research Institute Publication Department

Tele: +94-112-849-268

Fax: +94-112-849-426

Mob: +94-773-940-838 / +94-715-279-696

PREFACE

Global Academic Research Institute is proud to present GARI RESEARCH CONFERENCE 2016 under that 04 Major conference present. 03rd International Conference on Business Management and Economics, 02nd International Conference on Engineering and Technology, 02nd International Conference on Social Science and Humanities, International Conference on Language and Literature Studies those are a continuation of a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted on 02nd December 2016 @ Gall Face Hotel, Colombo, Sri Lanka. The conferences were organized into main subjects Business Management and Economics, Engineering and Technology, Social Science and Humanities, Language and Literature Studies which empirical, conceptual and methodological papers were received from academics, practitioners and public policy makers were accepted paying austere attention to the academic standards of the papers. To maintain consistency, authors were prescribed to follow the academic writing format of the GARI Publishers. The reviewing process was apparently transparent where papers underwent a double blinded review process by eminent subject specialists in respective areas. Thus refereed full papers selected to be presented at the conference were published here. We do not assume any responsibility for any errors or omissions in the research papers which rests solely with the authors.

Special thank goes to an enlightening key note addresses was delivered as well as chaired by Dr. Nalin Abeysekera (Department of Management Studies, The Open University of Sri Lanka), Mr. Malraj B. Kiriella (Director General Sri Lanka Tourism Development Authority), Dr. Ahmet Demir (Head of Business & Management Department and Quality Assurance Unit Ishik University), Prof.K.K.C.Kapila Perera (Dean Faculty of Engineering at University of Moratuwa), Prof. Aref Maalej (National Engineering School Sfax University, Director, LASEM-ENIS, Tunisia), Prof. Sunanda Mahendra(Prof. Sunanda Mahendra Director, Sri Lanka Press Council), Dr. S Ramaratnam (Vice Chancellor, Jagadguru Kripalu University, India), Prof. Ajantha Hapuarachchi (Prof. Ajantha Hapuarachchi Journalism Unit, University of Colombo, Sri Lanka).The organizing committee specially thanks to our Journal Publications GARI Publishers and all the scientific reviewers Further the support given by Sri Lankan Air-line as our international Air-line partner and Cinnamon Air as Official Domestic Airline Partner, Official Creative Partner Dream Angle, Oxford Business Group, Sri Lanka Convention Bureau. The conference committee expresses deep gratitude to the panel of reviewers for the priceless service rendered. Finally the committee extends sincere thanks to the presenters and participants for the valuable contribution and active participation.

Conference Committee
GARI RESEARCH CONFERENCE 2016

ABOUT SRI LANKA

This is an island of magical proportions, once known as Serendib, Taprobane, the Pearl of the Indian Ocean, and Ceylon. Set in the Indian Ocean in South Asia, the tropical island nation of Sri Lanka has a history dating back to the birth of time. It is a place where the original soul of Buddhism still flourishes and where nature's beauty remains abundant and un-spoilt. Few places in the world can offer the traveler such a remarkable combination of stunning landscapes, pristine beaches, captivating cultural heritage and unique experiences within such a compact location. Within a mere area of 65,610 kilometers lie 8 UNESCO World Heritage Sites, 1,330 kilometers of coastline - much of it pristine beach - 15 national parks showcasing an abundance of wildlife, nearly 500,000 acres of lush tea estates, 250 acres of botanical gardens, 350 waterfalls, 25,000 water bodies, to a culture that extends back to over 2,500 years. Sri Lankan cinnamon, ivory and gems had been the main cause for invasion of two nations, Portuguese and Dutch, who followed the Moor traders to the country in search of the world's best spices and riches. According to the Dutch, who reorganized the cultivation and marketing of cinnamon in Sri Lanka, the 'shores of Sri Lanka had been full of it, that you can smell it eight leagues out to sea'. Even today the country produces the world best cinnamon and one of the world's top cinnamon exporters. With Endless beaches, timeless ruins, welcoming people, herds of elephants, killer surf, cheap prices, fun trains, famous tea, flavorful food, newly gained peace and improved infrastructure Sri Lanka had been repeatedly named the next tourist destination worth all the investments. Meanwhile Sri Lanka is fast gaining popularity in the MICE tourism industry, with 11% of the total visitors coming into the country representing the segment, while the industry anticipates the arrival of 240,000 MICE tourists by 2016, which is nearly 10% of the 2.5 million tourist target. With more than one million tourist arrivals in 2012 the Sri Lankan tourism service providers has set a target of 22,500 rooms in the next five years when tourist arrivals are expected to reach 2.5 million.

Discover Refreshingly Sri Lanka !

About GARI Research Conference 2016

The wealth of knowledge acquired by an individual after studying particular subject matters or experiencing life lessons that provide an understanding of something and Education requires instruction of some sort from an individual or composed literature. 03rd International Conference on Business Management and Economics, 02nd International Conference on Engineering and Technology, 02nd International Conference on Social Science and Humanities, International Conference on Language and Literature Studies those are a continuation of a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted on 02nd December 2016 @ Gall Face Hotel, Colombo, Sri Lanka. The conferences were organized into main subjects Business Management and Economics, Engineering and Technology, Social Science and Humanities, Language and Literature Studies which empirical, conceptual and methodological papers were received from academics, practitioners and public policy makers were accepted paying austere attention to the academic standards of the papers.

Conferences planned teaching / learning experience that uses a wide spectrum of technologies to reach learners at a distance and is designed to encourage learner interaction and certification of learning. During recent years, Education field is undergoing with lot of changes due to the evolutions of network technology. It has influenced on the patterns of learning, teaching & education without the limitation of time and space. With the complexity of peoples' life, the time source has become the most scare resource & the space has become the one of the restriction for the traditional education & learning pattern. All full paper submissions will be peer reviewed and evaluated based on originality, technical and /or research content / depth, correctness, relevance to conference, contributions, and readability. The full paper submissions will be chosen based on technical merit, interest, applicability, and how well they fit a coherent and balanced technical program.

We look forward to seeing you in Colombo !

Table of Content

03rd INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT AND ECONOMICS

TITLE / PRESENTER	PAGE
Importance of Goals and Short Term Strategic Plan on Achieving the Sustainable Development and Reaching the Organizational Goals: Case of Service Quality and Students' Satisfaction Level at Ishik University - Dr. Ahmet Demir	12
Undergraduates' Demand for Smartphones in Sri Lanka: Structural Relationships of Product Features, Brand Name, Product Price and Social Influence - W.P.S.H. Tissera	13
Human Resource Management: Issues and Perspectives - Dr. Bhosale J. P.	14
Modeling Attitude and Green Behavior of Indonesia's Consumers - Asep Hermawan	15
Business Process Outsourcing in Asian Scenario - Prof. G. G. Parkhe	16
Use of ICT for the Tourists in Understanding Tourism - Asst. Prof. Dr. Natha Rambhau Mokate	17
Verifying of Conditional Convergence in Chosen Countries of South East Asia - Dr. Husna Leila Yusran	18
The Best Management Practices and Methodological Implications in India - Dr. K. Arul	19
The Impact of Green Perceived Value, Green Perceived Risk and Green Trust on Green Purchase Intention; With Reference to Modern Trade Industry in Sri Lanka - D.T Rathnayake	20
Strategy Implementation in Bank Management (An Emperical Study on Manager's Practices in Public Sector Banks, India) - Dr. Sanyasi Raju	21
The Relationship between the System of Proposals and the Productivity of Human Resources (A Case Study of Tehran province gas co) – Dr. Ali Dolatshah	22
Determinants of Rural Banks Financial Performance: Empirical Evidence from Indonesia – Dr. Toto Sugiharto	23

02nd INTERNATIONAL CONFERENCE ON ENGINEERING AND TECHNOLOGY

TITLE / PRESENTER	PAGE
Recent Advances in Water Desalination Using Clean and Green Processes – Prof. Aref Maalej	25
Design and Development of Flywheel Based Kinetic Energy Recovery System for Motor Vehicles - W. A. D. N. Gunatilake	26
Relevant Information Search Through Internet - Ranganathan Hariharan	27
Advance Egsr for Secure Routing in Manet’s - Er.Baljinder Singh	28
Effective Applications of Poker Vibrator for Compacting Quarry Dust as A Ground Improvement Technique - K. H. S. M. Sampath	29
Application of Ranque-Hilsch Vortex Tube (Rhvt) on Reducing Environmental Pollution in the field of Industrial Cooling - Nader Nabhani	30
A Study on the Bearing Capacity Improvement of Shallow foundation on Geosynthetic Reinforced Sand - Sanjei .C	31
Experimental Evaluation of Biomass Stove Thermoelectric Generator with and without Fin - M.Eswaramoorthy	32
Life Cycle Assessment of Biomethane Production from Source Separated Municipal Solid Waste (Msw) in Sri Lanka - Eng. B.K.T. Samarasiri, Eng. S.W.S Samarakoon	33
Impact of Teamwork Quality on Software Development Project Success: Case in A Sri-Lankan Context - P.D.R.S.Kumari	34

02nd INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE AND HUMANITIES

INTERNATIONAL CONFERENCE ON LANGUAGE AND LITERATURE STUDIES

Title / Presenter	PAGE
Challenges to the Implementation of Citizen's Charter in Sri Lanka (With Special Reference to the Balangoda Urban Council) - G. C. L. Pathirana	36
Transition Curriculum: A Smooth Transition of Indigenous Children from Preschool to Primary School, an Initiative By Kalinga Institute Of Social Sciences, Odisha, India - Kadey Soren	37
“Jolaha ” Tale of A Polluted Muslim Caste. - Farzana Habib	38
Public Perceptions on the Legal Profession of Sri Lanka and its impact on People's Willingness to access formal Litigation - Ruvini Katugaha	39
The Ideal Characteristics of Woman Based on Ethical Code in Disney's Pocahontas and Indonesia's Dayakness - Andra Fakhrian	40
The Role of ICT in Enhancing Understanding of English Language and Literature - Asst. Prof. Dr. Vallabh Shankar Karandikar	41
The Usage and Influence of Facebook Language in Writing Skills in the Classroom among Students in A Secondary School in Seremban, Malaysia - Dr. Maureen Shyamala Rajamoney	42
Teaching of Cultural Values through the Cartoon Films - Dr. Chandrakant Ramnath Mandlik	43
The Reality of Sex Worker's life in Post-Independence Hindi Novel Based on Sex Worker's life - Anshita Shukla	44
The Portrayals of Children's World in Happily Ever after's Indonesian Folktales - Ratih Dwi Raharto	45
Modes of Interaction Perceived by the Visually Challenged Sri Lankan University Undergraduates for Information Needs - Wilfred Jeyatheese Jeyaraj	46
Challenges in Translating Indian Indigenous Literature: With Special Reference to Mundari	47

Literature - Ajay Kumar Purty

Co- Existence of Controversial Elements of Transcendentalism and Existentialism in Selected Poems by Emily Dickinson -Wafa Nouari 48

Designing an Updated Course unit to improve the French Oral Competency of the Undergraduates to meet the current demands of the Job Market - M. S. K.Arachchi 49

A Comparative Study in French and English Syntax - M. S. K.Arachchi 50

**03rd INTERNATIONAL CONFERENCE ON BUSINESS MANAGEMENT AND
ECONOMICS**



**IMPORTANCE OF GOALS AND SHORT TERM STRATEGIC PLAN ON
ACHIEVING THE SUSTAINABLE DEVELOPMENT AND REACHING THE
ORGANIZATIONAL GOALS: CASE OF SERVICE QUALITY AND STUDENTS'
SATISFACTION LEVEL AT ISHIK UNIVERSITY**

Dr. Ahmet Demir

Ishik University, Sulaimani, Iraq

ahmet.demir@ishik.edu.iq

ABSTRACT

Goal determination plays an important role at any organization in order to draw a route and follow. An organization can achieve the organizational objectives by that way. This empirical research was performed at the new Sulaimani campus of Ishik University. At Ishik University new campus in Sulaimani, the management determined the target satisfaction level of the students as 70% from different aspects such as student affairs, accounting, academic departments, dean of students, and cafeteria. The parameters of evaluation were based on the SERVPERF questionnaire of Parasaraman, et. Al., 1985. Originality of this research, each unit and department that interacts with the students has been evaluated from the students' satisfaction point of view. Focusing and tracking the satisfaction based on these parameters, comparing the first and second semester results, the goals were achieved significantly.

Key Words: Service quality, Satisfaction level, Sustainable Development

**UNDERGRADUATES' DEMAND FOR SMARTPHONES IN SRI LANKA:
STRUCTURAL RELATIONSHIPS OF PRODUCT FEATURES, BRAND NAME,
PRODUCT PRICE AND SOCIAL INFLUENCE**

¹W.P.S.H. Tissera, ²D.T Rathnayake

^{1, 2}*Department of Marketing Management,
University of Sri Jayewardenepura, Sri Lanka.*

¹tissera@sjp.ac.lk, ²dilan@sjp.ac.lk

ABSTRACT

It is evident that mobile phone has become an integral part of human life as a result of the advancement of information communication technology. Rapid advancement of technology backed by innovations has driven mobile phone industry to a new era where consumers seek for much sophistication in products. In such an era, smartphones are becoming one of the key possessions present consumers are using or aspiring to use. Smartphone is a mobile device which is more than merely make and receives phone calls, text messages, and voice mail. Further, a wide array of evidences depicts that smart phone usage is rapidly increasing globally and Present consumers have given an important place for their smartphones in their lives, hence, makes it an interest to marketers. Specifically, this influence of smartphones can be seen on different consumer groups including youth segments such as students. Thereby, a study on the determinants of smartphone purchase can be significantly beneficial for marketers in creating market driven strategies. Thus, the main purpose of this study is to examine the role of Product Features, Brand Name, Product Price and Social Influence as antecedents of undergraduates' smartphone demand. The study was quantitative while the cross-sectional (survey) design was chosen as the overall research design. Data was collected using a structured questionnaire and convenience sampling technique was employed whereas the sample consisted of 250 individuals. Unit of analysis was individual undergraduate who uses a smartphone. Data were analyzed using Structural Equation Modelling (SEM) with the aid of AMOS. The results revealed that Product Features, Brand Name, Product Price and Social Influence have a significant impact on undergraduates' smartphone demand. Based on findings, the study recommends smartphone providers, manufacturers, application developers, and programmers to improve the current ability and performance of smartphones by upgrading hardware and software driven services for better user interaction and engagement in order to be marketable and sustainable in meeting consumer unlimited needs and wants.

Key words: Brand Name, Product Features, Product Price, Smartphone, Social Influence

HUMAN RESOURCE MANAGEMENT: ISSUES AND PERSPECTIVES

Dr. Bhosale J. P.

Pune University, India.

bhosale_jay@yahoo.in

ABSTRACT

In the knowledge economy, human resource management faces new challenges set by the new business environment. It requires new ways of thinking and acting, new policies and practices, new technologies and new job requirements. The growing importance of knowledge influences the functions of HRM. The author's aim is to show certain aspects of the connection of knowledge management for the HRM theory and practice. During the past few years, economic downturns, industry crises, bank failures, closings old plants and stores, changes in global operations and other factors have significantly affected organizations, managers and human resource management professionals. Human resource management can create value and impact organizational results more in some organisations in a number of ways. The change in economic situations, workers, workforce challenges and other factors, employers can face significant reputation problems. In accordance with this aim, the paper highlights a number of issues, insights and findings which can have significant implications for the management of human resources within organizations in the knowledge era. The paper focuses on human resource theories and practices, which are used to support learning and knowledge sharing in organizations, involving the hiring and selection processes, performance assessment, recognition, and other fields of human resource management, influencing knowledge transfer in every day work. It is outlined what specific changes are necessary in organizational structure, culture and behavior to facilitate Knowledge Management, or what new roles are required for HRM. Human resource management ensures that human talent is used effectively and efficiently to accomplish organizational goals. As an organization core competency, human resources has a unique capacity that creates high value and differentiates an organization from competitors in areas such as productivity, quality service, employee skills and innovative changes. Human capital is the collective value of the capabilities, knowledge, skills, life experiences and motivation of an organizational workforce. Human resource management activities can be grouped as strategic human resource management, equal employment opportunity, staffing, talent management, compensation and benefits, health, safety and security and employee and labour relations.

Keywords: Human Resource Management, Talent Management, Leadership, Human Resource Managers.

MODELING ATTITUDE AND GREEN BEHAVIOR OF INDONESIA'S CONSUMERS

¹Asep Hermawan, ²Husna Leila Yusran

^{1,2}*Faculty of Economics and Business-Trisakti University, Indonesia.*

¹azep17@gmail.com, ²husnaleila@gmail.com

ABSTRACT

The objective of this paper is to propose a model regarding the applicability of the theory of planned behavior in predicting Indonesia consumers regarding their intention to perform green behavior. The model included three antecedents: subjective norms, perceive behavioral control and attitude. These variables predicted will influence green behavior. The model will tested empirically that will involve sample of respondents from consumers in Jakarta. It is expected that findings of the study will have implications for government to enhance consumers' awareness toward green behavior. This study is also expected to have implications for marketers in formulating a certain strategy in marketing green products that can increase their competitive advantage.

Keywords: Environmental consciousness, Consumer's knowledge, Attitude and behavioral intentions towards green products.

BUSINESS PROCESS OUTSOURCING IN ASIAN SCENARIO

Prof. G. G. Parkhe

B. D. Kale Mahavidyalaya, Ghodegaon, India.

ggparkhe@gmail.com

ABSTRACT

The increased pressures of globalization sever competition and general slowdown in the global economics has forced companies to rethink their strategic positions. To remain profitable and retain competitive advantage, companies learnt the need to time and resources on core competence, Leaving the non-core business process to specialized service providers not only minimizes costs but also improves the chances of the processes being handled by experts. The key success would be expending the breadth of services, maintaining quality, insuring higher motivations of a workforce, insuring security of data by investing in backup and de-risking their business sufficiently and moving up the value chain. There is no doubt outsourcing is here to stay, but the moot question is how should Asia retain the status of a preferred destination? Cost savings and labour arbitrage would cease to be differentiators in the long term as other countries try to catch up. Business process outsourcing particularly in the knowledge industry sector including IT enabled services has translated in to a huge opportunity for Asia. Business Process Outsourcing comes as natural solution that eliminates the concerns of the organization on non-core operations. Thus freeing the resources to focus on building core competence.

Keywords: Business Process Outsourcing, Motivation, Investment, Marketing.

USE OF ICT FOR THE TOURISTS IN UNDERSTANDING TOURISM

Asst. Prof. Dr. Natha Rambhau Mokate

B.D.Kale Mahavidyalaya, Ghodegaon, India.

nathamokate@rediffmail.com

ABSTRACT

ICT is an extremely useful technical device for understanding, viewing, researching and increasing our knowledge of the world. It enhances our knowledge and proves to be a very valuable tool for research in any field in the world. The cyber age has made the revolutionary changes for the development of the individual, society, region, nation and the world. Internet has given a new dimension to the world of tourism. Tourism and ICT are inseparable for various reasons. The present paper tries to highlight various uses of ICT for tourists in understanding tourism which play crucial role in regional and national development of any country in the world. Tourism has changed the face of the world. It has given employment opportunities to so many educated and uneducated people in the world. Tourism is used as a great source by most of the countries in the world in the individual, social and national development. The government approach about tourism decides its policies which prove to be extremely beneficial for the development of any country. Tourists are extremely benefited if they know the uses of ICT. The tourists can make the planning of their tours effectively with the help of ICT taking into consideration their interest and meet their needs.

Keywords: ICT, Cyber age, Tourism

VERIFYING OF CONDITIONAL CONVERGENCE IN CHOSEN COUNTRIES OF SOUTH EAST ASIA

¹Dr. Husna Leila Yusran, ²Ing. Michaela Blaško

¹*Faculty of Economics, Trisakti University Jakarta, Indonesia.*

²*Faculty of Business Informatics, University of Economics in Bratislava, Slovakia.*

¹husnaleila@gmail.com , ²michaella.blasko@gmail.com

ABSTRACT

The convergence is the long term process of balancing disparities in chosen indicators of homogeneous economic integrations. The absolute convergence is based on the assumption, where less developed economy grows faster than advanced ones, so income per capita has higher speed in less developed economy. The conditional convergence is based on variance of the logarithm of per capita income or product across economies declines over time. In the article is verified conditional convergence of GDP per capita (in PPP) for nine chosen countries of South East Asia in sample since year 2000 till 2015 and for this purpose, variation indicators are used for testing of conditional convergence. The finding of research is comparison of reached result of absolute and conditional convergence concepts which verify divergence in the sample since year 2000 till 2015 for nine chosen South East Asia economies.

Keywords: Conditional convergence, GDP per capita in PPP, South East Asia

THE BEST MANAGEMENT PRACTICES AND METHODOLOGICAL IMPLICATIONS IN INDIA

¹Dr. K. Arul, ²Dr. R. Kasthuri

^{1,2}*Sri Vidya Mandir Arts and Science College, India*

¹arulsvmc@gmail.com

ABSTRACT

Indian management practices are best practice in Human Resource Development. However, the research into the effect of the best management practices and methodological implications should follow popular management concept such as effective management of stakeholders, better two way communications, benchmark recruitment practices including wages based on seniority and retirement plans and benefits, training and development programmes, single Union systems, consultative decision making and suggestions schemes. At the Eastern Management Practices are Mahabharatham, Ramayanam and Thirukkural have paved for between management practices leading to employer employee relationship and reduce the attrition rate, increased productivity of the company. These would make in the HR practiced and effective model that could be emulated by others.

Keywords: Human Resource management, Quality management, Talent Management, Stress free environment, Trade Union, Employees welfare

**THE IMPACT OF GREEN PERCEIVED VALUE, GREEN PERCEIVED RISK AND
GREEN TRUST ON GREEN PURCHASE INTENTION; WITH REFERENCE TO
MODERN TRADE INDUSTRY IN SRI LANKA**

¹D.T Rathnayake, ²A.S. Edirisinghe

^{1,2}*Department of Marketing Management, Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura*

¹dilan@sjp.ac.lk

ABSTRACT

Because of climate changes in the global environment, environmental issues have become critical social issues that are increasingly apparent in daily life, Green Marketing has been given the priority as a strategic solution for such issues. It has been accepted that the world requires a significant span of knowledge in the field of green marketing which may drive businesses, and the society at large, towards environmental sustainability. In particular, Green Consumer Behavior has recently captured the attention of academic researchers as a less examined area. Therefore, the major purpose of this study is to examine antecedents of green purchase intention with special reference to the modern trade industry in Sri Lanka. The study was conceptualized with a rigorous literature review and it was identified that green perceived value, green perceived risk, and green trust are novel constructs that may possibly influence the green purchase intention of consumer. The study mainly followed positivistic research paradigm. Thus, the study was quantitative in nature while the survey design was chosen as the overall research design. The study was single cross-sectional where the unit of analysis was individual modern trade consumer. Data was collected using a structured questionnaire. Due to the unavailability of a sampling frame convenience sampling technique was employed whereas the sample consisted of 250 individuals. Data were analyzed using Structural Equation Modelling (SEM) method. Findings of the study depicted that there is a significant impact of green perceived value, green perceived risk, and green trust on green purchase intention. The findings shed a clear light for marketing practitioners to redesign their green marketing strategy with an emphasis on increased perceived value and convincing the consumer that a less risk is associated with green products.

Key words: Green Perceived Risk, Green Trust, Green Perceived Value.

STRATEGY IMPLEMENTATION IN BANK MANAGEMENT

(AN EMPIRICAL STUDY ON MANAGER'S PRACTICES IN PUBLIC SECTOR BANKS, INDIA)

¹Dr. Sanyasi Raju G.V.S.S.N, ²Dr. Ramakrishana Sripada

¹*School of Management Studies, MVGR College of Engineering, India.*

¹sanyasirajugvssn@gmail.com

ABSTRACT

Economy is combination of primary, secondary and tertiary sectors and output from all contributes to economy growth. In particular banking has its own place. Indian banking has witnessed long voyage of more than half a century and transformed its practices from traditional to present techno-savvy banking. Inevitably the Indian banking has undergone tremendous changes in tune with changing customer demands, introduction of mighty private and foreign sector banks. Under these a banker has to make his strategic moves to sustain in the business. Basically, in management of strategy, formulation, implementation (action stage), and evaluation are involved. In management of banks, strategies are formulated at corporate level and are passed on to branches for action. Functions of a manager at branch are strategy implementation. Functions performed by a branch manager resembles management functions (POSDCORB). Those are back driven by bank policy, customer satisfaction, and also competitors actions. Against this back ground an attempt is made to study on strategy implementation by managers in public sector banks in India in this venture. Objective behind the present study, is to study the strategic approaches of managers in management of banks and to identify difference in practices. Survey method is chosen for this study, with a hypothesis such as, "Bank managers perform their functions strategically and no significant differences in their approaches with respect to their profiles". The study is made on both primary (a structured questionnaire) and secondary sources. The 200 number of assistants (other than managers/ officers) working in two banks are selected as sample. Though the strategy implementation is the branch managers concern, the perceptions of their subordinates in strategy implementation by their managers is gathered and analysed in seven dimensions such as, planning, organizing, staff related directing, controlling, coordinating and reporting. The results of the study and their interpretation is discussed at length in full paper.

Key words: Strategy implementation, POSDCORB, Banker, Branch manager

THE RELATIONSHIP BETWEEN THE SYSTEM OF PROPOSALS AND THE PRODUCTIVITY OF HUMAN RESOURCES (A CASE STUDY OF TEHRAN PROVINCE GAS CO)

¹Ali Dolatshah, ²Massoud Ghorban Hosseini

^{1,2}*Islamic Azad University, Iran*

mqorban@gmail.com

ABSTRACT

One of the main concerns of management is focusing on employee's participation since substantiate this imperative will cause an increase in the productivity and also will improve the quality of services. Therefore, the research, would examine the effect of participation upon human resources productivity. The research results are mentioned following: 1. Creating motivation inside employees, 2. Empowering employees, 3. Creating organizational dependency, 4. Gaining employees trust, 5. Increasing beneficiaries' satisfaction, 6. Saving and decreasing expenses. The purpose of this investigation and research is to study the effect of the suggestions system on human resources productivity in Tehran province Gas Company from its employee's point of view. The statistical sample size is 321 personnel, which is based on the number of staff in Gas distribution companies and it was gained using accidental sampling and Cochran's test. It should be mentioned that the number of completed and returned questionnaires are 350. In order to measure reliability of the research tolls coherency Cronbach's alpha test were used and its coefficient was 81% that has been analyzed using descriptive and deduction statistical methods. Therefore, in descriptive analysis frequency distribution table, central index, dispersal, and charts have been utilized using SPSS statistical software. This research is a descriptive survey with field data collection methods, its questionnaire contains 32 multiple choice questions (based on Likert spectrum) in two parts and it will examine the relation between suggestions system and Tehran Providence Gas Company's human resources productivity.

Keywords: Suggestions system, human resources productivity, participation, Tehran Providence Gas Company.

DETERMINANTS OF RURAL BANKS FINANCIAL PERFORMANCE: EMPIRICAL EVIDENCE FROM INDONESIA

¹Toto Sugiharto, ²Novita Sulistiowati, ³Rina Nofianti

^{1,2,3}*Gunadarma University, Indonesia*

[¹tsharto@staff.gunadarma.ac.id](mailto:tsharto@staff.gunadarma.ac.id)

ABSTRACT

Rural banks in Indonesia experienced substantial development in the last decade. This was represented by a number of rural bank indicators which increased by more than ten times in the last decade. These include, amongst others, total assets, total collected third party funds, total disbursed funds (loans), number of rural banks and offices, and number of clients or customers. Rural banks are assumed to play important roles in supporting the nation's economic development. Accordingly, evaluating rural banks financial performance and investigating its potential driving factors are necessary and, to some extent, are challenging. One hundred and fifty rural banks across Indonesia were involved in this study. Financial reports (i.e., balance sheets and income statements) of these banks for a period between 2008 and 2012 were obtained from the Financial Services Authority of Indonesia and Central Bank of Indonesia. Regional economic development (i.e., GRDP) and consumer price index (CPI) were obtained from Statistics Indonesia. Return on asset was used as estimate rural bank financial performance and serves as dependent variable. Independent variables include regional consumer price index, regional economic growth (macroeconomic indicators), credit risk, rural bank size, capital adequacy ratio, non-performing loan, loan to deposit ratio, portfolio composition, and operational efficiency (microeconomic indicators). Multiple linear regression analysis were performed to test the hypotheses. Result of the study indicated that rural banks financial performance is affected in simultaneous way by all independent variables. Loan to deposit ratio, consumer price index, and operational efficiency are variables which partially affect rural bank profitability. Rural bank managers, in maintaining their bank financial performance, are required to pay more attention toward both external (consumer price index in particular) and internal (loan to deposit ratio and operational efficiency) factors.

Key words: rural banks; financial performance; credit risk; portfolio composition; gross domestic product; consumer price index; capital adequacy ratio.

02nd INTERNATIONAL CONFERENCE ON ENGINEERING AND TECHNOLOGY



RECENT ADVANCES IN WATER DESALINATION USING CLEAN AND GREEN PROCESSES

Aref Maalej

National Engineering School of Sfax, Sfax University, Tunisia.

aref.maalej@enis.tn

ABSTRACT

Drinking water consumption rises increasingly in our planet given the dense use in industrial and agricultural sector and increase of the world population. For this reason, desalination presents the best solution to fight against this problem. A review of the vast literature available on solar distillation systems have revealed many observations about the design, performance and the limitation of fresh water production of solar distillation systems. Solar stills are used for solar distillation plants due to its simplicity in construction and operation, low cost and however the yield is low. A lot of research work is undertaken to improve the productivity of the conventional still. This paper tackles an optimization approach in order to boost the fresh water production of a new design of a solar still which is located at Sfax engineering national school in Tunisia. This optimization approach is based upon the above mentioned design's improvement by coupling the conventional solar still into at a condenser, solar air and water collector and humidifier. The productivity in a solar still mainly depends on the temperature difference between the evaporation tower water and the condensation tower for a given surface area. The results clearly show that the instantaneous efficiency increases with the increase of solar radiation and with the increase of feed water temperature. The experiment is carried out during the summer climatic conditions of Tunisia.

Keywords: Solar still, experimental investigation, desalination, condensation, evaporation, humidification.

DESIGN AND DEVELOPMENT OF FLYWHEEL BASED KINETIC ENERGY RECOVERY SYSTEM FOR MOTOR VEHICLES

¹W. A. D. N. Gunatilake, ²B. G. H. M. M. B. Herath, ³B. G. C. T. Bowatta,

⁴Dr. N. Jayaweera, ⁵C. M. S. P. De Silva

^{1, 2, 3, 4, 5} *Department of Mechanical Engineering, University of Moratuwa, Sri Lanka.*

¹dnishadika@gmail.com

ABSTRACT

Invention of the internal combustion (IC) engine is a huge forward step in automobile industry. However its inefficiencies and mass production caused depletion of crude oil and many environmental threats. In order to avoid these researchers and engineers have been working on several methods to improve the fuel efficiency of automobiles through the analysis of waste energy recovery. Among them, methods of recovering kinetic energy have significant impact on improving the fuel efficiency. Today, both electric and hybrid vehicle are embedded with the kinetic energy recovery systems, but the reduced life cycles, disposal hazards, huge weight and high cost of batteries made them to drain their popularity. These make conventional vehicles to represent the majority of the transportation even if they have no such method of energy recovery. In that case, it is worth to research on other methods of kinetic energy harvesting and storage which are applicable for the conventional vehicles too. Compared to batteries, flywheel is a reliable and cost efficient energy storage which has lesser initial cost, maintenance and environmental impact. Continuously variable transmission (CVT) and motor generators system are already using flywheels but have controlling difficulties, design complexities and inefficiencies due to gear reduction. This is about a novel mechanism to harvest waste kinetic energy during braking. It will replace the drawbacks of existing flywheel energy recovery systems. The model consists of springs to temporary store recovered energy and feed to flywheel with energy storing efficiency of 36%. An optimized model will give a higher value.

Keywords: Fuel efficiency, Kinetic energy recovery system, Flywheel, Energy storing efficiency

RELEVANT INFORMATION SEARCH THROUGH INTERNET

Ranganathan Hariharan

Gojan School of Business and Technology, Chennai, India.

ranlal@yahoo.com

ABSTRACT

There is exponential growth of information taking place world over. Keeping pace with the growth is the people's quest for more knowledge. Nowadays, even school pupils search the Internet for new information. While searching the net, there are so many links presented. If the person seeking the knowledge is not aware of the basics about the topic of search, the searcher is confused about choosing the correct one from the multitude of information presented. If the person is aware of some basics, the search query can be modified with advanced options available with the search engine. The author proposes a unique search method in which the searcher can decide on the parameters of search and set a relevance factor so that a filter can filter out irrelevant / repetitive information.

Key words: Information search, Relevance factor, Web search

ADVANCE EGSR FOR SECURE ROUTING IN MANET'S

¹Er.Baljinder Singh, ²Er.Tejpreet Singh

^{1,2} *Khalsa College of Engineering & Technology, Amritsar, India.*

¹baljindersingh4481@gmail.com, ²tejricky@gmail.com

ABSTRACT

One of the primary targets of this specifies and makes a focus of a protocol for managing with the legal nodes in distributing and dealing with group key in ad-hoc environment, which applied for the comfortable OLSR Protocol. Our protocol manages group keys and additionally authorized nodes taking into consideration the common network partition and the absence of infrastructure. With this protocol will be highly Secured and efficient towards energy for high keys replacement rate and also frequently network partitioning. The proposed protocol will be more secure, faster and provides timely manner for efficient key management.

Keywords: MANETS, Re-Routing, Group Key Management Hybrid based PSO, Reliable Path

EFFECTIVE APPLICATIONS OF POKER VIBRATOR FOR COMPACTING QUARRY DUST AS A GROUND IMPROVEMENT TECHNIQUE

¹K. H. S. M. Sampath, ²L.I.N. De. Silva

^{1,2}*Department of Civil Engineering, University of Moratuwa Sri Lanka.*

¹khmsampath@gmail.com

ABSTRACT

Recently, quarry dust has been widely used as a ground improvement technique to replace weak, incompetent soil under shallow foundations when there is a high groundwater table or weak soil. Practical approaches suggest that a poker vibrator can be used easily, to achieve a higher Degree of Compaction (DOC) in quarry dust, under saturated condition. However, as this technique is still novel to the industry, the expected results cannot be guaranteed. It is therefore essential to eliminate inappropriate practice by carrying out laboratory experiments on optimum poker vibration application techniques. The aim of this study was to optimize the effectiveness of poker vibrator in shallow foundation design by studying the variation of factors affecting it, including time of application, shape of the foundation, preferable layer thicknesses and application patterns of vibrators. According to the test results, the optimum period of compaction for poker vibration is around 35s/point. DOC increase with increasing application points, because the higher the number of vibration points, the more the compaction process is enhanced. The application of vibrator at the middle gives a relatively higher DOC than application at corners, because the vibration of middle area affects a greater area in the quarry dust fill compared to vibrating from a corner. DOC reduces with increasing initial layer thickness, regardless of pattern, because reduction of the layer thickness causes the vibration applying dust thickness to be reduced, which causes more vibration to the dust in the entire layer. The best poker vibration application pattern was also investigated.

Keywords: Ground improvement, Quarry dust, Poker vibrator, Degree of compaction (DOC)

APPLICATION OF RANQUE-HILSCH VORTEX TUBE (RHVT) ON REDUCING ENVIRONMENTAL POLLUTION IN THE FIELD OF INDUSTRIAL COOLING

¹Nader Nabhani, ²Vahab Mashhadi

¹*Petroleum University of Technology Abadan, Iran,* ²*Islamic Azad University, Ahwaz, Iran.*

¹nabhani@put.ac.ir

ABSTRACT

The environmental pollution and health hazardous of traditional spot or tool cooling, refrigeration and air conditional such as ozone depletion, global warming in the same way as CO₂ does, and toxicity, have compelled us to look for other, non-conventional system of cooling application. Ranque-Hilsch vortex tube (RHVT) or simply vortex tube is one of the non-conventional system where natural substance such as air is used as working medium to achieve refrigeration or process cooling needs .This paper provides an overview of the potential application of the vortex tube as an eco-friendly system for industrial spot and process cooling. Recent developments in research in areas of significance to the industrial cooling are briefly reviewed and include two case study examples.

Keywords— Vortex Tube, Refrigerants, Cutting Fluids, Health and Environmental Hazards

A STUDY ON THE BEARING CAPACITY IMPROVEMENT OF SHALLOW FOUNDATION ON GEOSYNTHETIC REINFORCED SAND

¹Sanjei .C, ²L. I. N. De Silva

^{1,2}*Department of Civil Engineering, University of Moratuwa, Sri Lanka.*

¹sanjeic@gmail.com

ABSTRACT

This paper discusses the significance of bearing capacity improvement of shallow foundation supported on geocell, geogrid and combination of both geocell and geogrid reinforced loose sand. Geocell is a three dimensional, polymeric honeycomb like cellular material which could provide better lateral confinement to infill soils. Geogrid is a planar reinforcement which could be used in shallow depth soil improvement. The laboratory model test and numerical studies using PLAXIS 3D were carried out for honeycomb shape HDPE geocell and biaxial geogrid. For geocell, initially single layer geocell was experimented with different cover thickness (geocell placing depth). According to the experimental and numerical analysis, optimum cover thickness for loose sand was found as 0.1B (width of footing). Further investigation was carried out using double layer geocell for suitable spacing. 0.15B (width of footing) was obtained as the optimum spacing to achieve maximum bearing capacity with 0.1B cover thickness. The results clearly depict that bearing capacity was improved by 175% and 250% for single layer and double layer geocell respectively. These ultimate bearing capacity results were validated by theoretical approaches. For geogrid laboratory model test and numerical modelling were performed to find the correlation between number of geogrid and bearing capacity, using optimum cover thickness and spacing. The experimental results show that Surface heaving and settlement were reduced with number of geogrid mattress. Moreover it was also observed that bearing capacity increment rate is reduced after second layer, and bearing capacity is improved by 186% when four layer geogrid was used. Finally combination of geocell and geogrid was used as reinforcement. Two different cases were investigated, namely 'geocell+geogrid' combination and 'geogrid+geocell' combination. Optimum bearing capacity was obtained when geogrid was placed on the top of geocell in which bearing capacity is improved by 325%. In summery these results suggest that combination of both geocell and geogrid improves the bearing capacity remarkably. The results obtained from this study will be useful in construction of building and pavements on the weak soils to significantly improve the bearing capacity of shallow foundation.

Keywords: Bearing capacity, Geocell, PLAXIS 3D, Reinforced sand

EXPERIMENTAL EVALUATION OF BIOMASS STOVE THERMOELECTRIC GENERATOR WITH AND WITHOUT FIN

¹Naveena S Nair, ²M.Eswaramoorthy

^{1,2}*Department of Mechanical Engineering,*

ACS College of Engineering, Bengaluru, India.

¹*nairunni123@gmail.com*, ²[*meswar@gmail.com*](mailto:meswar@gmail.com)

ABSTRACT

This paper presents the combined heat and power analysis of biomass stove thermoelectric generator with and without metal fins of the absorber. The purchased biomass stove thermoelectric generator modified by adding the metal fin on metal road to enhance the heat transfer rate. The simple experimental test conducted with and without metal fins and found that with metal fins the power output is improved by 3%. The economic analysis carried out and it found the payback period found as 20months comparing with diesel generator. It is concluded that the developed system will be further analyzed by keeping the metal road in the combustion chamber in square and rectangular position along with cost economic analysis.

Keywords—component; Thermoelectric Generator, Figure of Merit, Biomass Stove, Overall Efficiency

LIFE CYCLE ASSESSMENT OF BIOMETHANE PRODUCTION FROM SOURCE SEPARATED MUNICIPAL SOLID WASTE (MSW) IN SRI LANKA

¹Eng. B.K.T. Samarasiri, ²Eng. S.W.S Samarakoon, ³Dr. P.G. Rathnasiri, ⁴Dr. S.H.P.

Gunawardena

^{1, 2, 3, 4} *Department of Chemical and Process Engineering, University of Moratuwa, Sri Lanka.*

¹mr.kasun.samarasiri@ieee.org

ABSTRACT

The short term biodegradable food waste (STBFW) is the major fraction of municipal solid waste (MSW) generated in local authorities in Sri Lanka. Currently, waste management practices such as open dumping and incineration are being utilized to manage this portion of MSW. The anaerobic digestion has the potential to overcome the current issues related to improper management of food waste while generating electricity and organic fertilizers for agricultural uses. To evaluate the socio-economic and environmental impact of anaerobic digestion of food waste, a life cycle assessment (LCA) model was developed and applied to a large scale open dumping site in Sri Lanka located at Karadiyana. The LCA model was developed using Chen and Hashimoto kinetics for anaerobic digestion. The system boundary was chosen to incorporate the process of generating electricity from source separated STBFW excluding composting and upstream processes. The food waste slurry contained total solids 70g/l, volatile solids 55.6g/l, fat 3%, proteins 13% and lipids 58.5%. The daily influx of MSW to the dumping site was 550 tons per day and the STBFW influx was 209 tons per day. According to the model, the minimum payback period of 1.79 years was achieved when the operating temperature of the reactor was 40°C and the hydraulic retention time (HRT) was 11.28 days. At this operating conditions, the methane yield was 0.26 m³/kgVSS added, the volatile solid reduction efficiency was 76.62%, the electricity generation was 0.25 kWh/ kg of food waste and the carbon dioxide emission was 0.21 kg/kg of food waste. The model was extended to predict 13.42 MW of electricity generation potential at the given operating conditions from the total food waste portion in Sri Lanka. The model was limited to a reactor operating temperature ranging from 30°C to 40°C.

Keywords: Anaerobic digestion, Municipal solid waste, Life cycle assessment

IMPACT OF TEAMWORK QUALITY ON SOFTWARE DEVELOPMENT PROJECT SUCCESS: CASE IN A SRI-LANKAN CONTEXT

¹P.D.R.S.Kumari, ²Dr. Janaka Wijayanayake

^{1,2}*Department of Management and Information Technology, University of Kelaniya, Sri Lanka.*

¹ruchisujanthi@gmail.com, ²janaka@kln.ac.lk

ABSTRACT

Software has become a very crucial in all facets of modern world by the growth of technology. A software development project (SDP) can be viewed as a set of activities performed by a set of developers. Software development is a complex activity that requires teamwork effectively. According to the literature, Software project success can be measured according four indicators namely, cost, quality, time and scope and there is a significant relationship between teamwork quality (TWQ) and SDPs success. Most of researchers have done their research works on teamwork for German and Dutch SDPs. However we cannot apply these findings direct to Sri Lankan context. As found literature of social and cultural factors can be effect to performance of software development project. The main objective of this research is to come up with a framework to explain impact of TWQ for SDPs success. To achieve that objective, the factors of the TWQ and the measures to measure the success of the software development project should be identified. Then the indicators which are used to measure TWQ factors and the SDPs success are identified. The reasons for making this kind of research supporting strategic and operational management of SDPs to organize teams more efficiently and effectively. Our research work has ability to solve actual delay incurred by a software project due to lack of TWQ due to lower performance of team members. This is useful for Sri Lankan software industry to build and manage teams more constructively and adjust their management activities to improve team collaborations and team performance.

Keywords: Software Development project, Software Project Success, Teamwork Quality.

**02nd INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE AND
HUMANITIES**

**INTERNATIONAL CONFERENCE ON LANGUAGE AND LITERATURE
STUDIES**



**International Conference
on Language
and Literature Studies**

**CHALLENGES TO THE IMPLEMENTATION OF CITIZEN'S CHARTER IN SRI
LANKA (WITH SPECIAL REFERENCE TO THE BALANGODA URBAN
COUNCIL)**

G. C. L. Pathirana

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

pathiranaakash@gmail.com

ABSTRACT

The Citizen's Charter (CC) has been adopted as a device by the Government of Sri Lanka to induce client focus in the bureaucracy. The purpose of this study was to explore the challenges to the implementation of CC in Sri Lanka (SL). The primary inquiry was: whether the CC succeeded or not in SL. The study based on primary and secondary data. By using questionnaire method primary data was collected in Balangoda Urban Council (BUC). By using interview method data was collected from political elitists in Balangoda area and administrative officers in the Ministry of Public Administration and Management. Secondary data collected from books, journals, and web sites etc. Collected data analyzed using qualitative and quantitative methods, and presented using texts, tables, charts and figures. The study confirmed that the CC has not succeeded in BUC because of many challenges. Lack of awareness of the Citizen's Charter with less publicity, rigid rules and regulations, loss of relationship between officers and Citizens and between superior and subordinates, absence of stakeholders' participation, lack of institutional and political capacity, and inadequacy of supervision and monitoring mechanism are the challenges that affected for the successful implementation of CC. Therefore, on the basis of these findings, the study concluded that the CC has not succeeded. To avoid these outcomes, there needs to be a capable institutional structure with flexible and protective legal provisions and sufficient resources. As well as, all the stakeholders should actively participate for the successful implementation of CC.

Key Words: Citizen's Charter, Balangoda Urban Council, Stakeholders' Participation, Institutional Capacity

**TRANSITION CURRICULUM: A SMOOTH TRANSITION OF INDIGENOUS
CHILDREN FROM PRESCHOOL TO PRIMARY SCHOOL, AN INITIATIVE BY
KALINGA INSTITUTE OF SOCIAL SCIENCES, ODISHA, INDIA**

¹Kadey Soren, ²Dr. Iswar Chandra Naik, ³Dr. Krupa Sindhu Nayak

^{1, 2, 3}*Kalinga Institute of Social Science, Bhubaneswar, Odisha, India.*

¹kadey.soren@kiss.ac.in, ²iswar.naik@kiss.ac.in, ³krupasindhuclap77@gmail.com

ABSTRACT

The Kalinga Institute of Social Science (KISS), one of the largest free residential schools in Asia for Indigenous children, has 25,000 students representing all 62 Indigenous communities of Odisha, India, speaking more than 25 languages which create diverse forms a multi-ethnic, multicultural, and multilingual situation. While the state's school language is Odia, the fact that the student's language belonging to Indigenous communities completely differs from the school language is a great challenge for the early learners. KISS has initiated a mother tongue-based multilingual early childhood education approach in which children start learning in their mother tongue in early grades with a gradual transition to other languages. It helps bridging the gap between home and school languages and validate the child's home culture and traditional knowledge thus enabling better further learning. Ignoring mother tongue intervention in early childhood for Indigenous children indirectly hampers the early childhood learning process. Poor availability of tribal-friendly primers, non-availability of multilingual education (MLE)-trained teachers and culture-specific pedagogy drove KISS to develop a transition curriculum to help a smooth transition from preschool to formal school. During the process, KISS has developed a teacher-training module on transition curriculum and created a group of well-trained MLE trainers and language lab to strengthen peer interaction, community interaction, and experience sharing. Initially, KISS has focused on five tribal languages: Santali, Kui, Kuvi, Soura, and Munda. However, the training module developed can incorporate all the language communities through MTB early childhood multilingual education for a smooth transition to formal education.

Keywords: Multilingual Education, Pedagogy, Transition Curriculum

“JOLAHA ” TALE OF A POLLUTED MUSLIM CASTE.

Farzana Habib

Department of Anthropology, Jagannath University, Bangladesh.

yushon_tuli@yahoo.com

ABSTRACT

Many scholars and experts on Indian society have identified “Caste” system as an absolute necessity for understanding the social formation of Indian subcontinent. However, they all agreed upon that caste in a pure sense exists only in Hindu social system. This paper will provide the nature of caste system among the Muslims of Bangladesh which is observed in Jolaha community who are engaged in weaving. Data of this study was collected applying anthropological method of participant observation from a village in Pabna district of Bangladesh where Jolaha, an occupational group, predominate. The Jolahas (Muslim weavers) of south Asia are regarded as converted Muslims who in origin were Tantis (Hindu weavers). But even after the religious conversion, till today the Jolahas are considered as a lowly occupational caste group. They are looked upon polluted and stigmatized by the Muslims in general for their hereditary occupation. I observed that, the occupation of the Jolaha now a days is no longer considered as impure. But, there remains a strong resistance in the occasion of marriage. The non-Jolaha still considers marrying a Jolaha as a futile degradation of their social status. The pattern of mobility has also been changed over the past few years to some extent. But it is unfortunate that, after occurring mobility, the people still recognizes them as Jolaha even after few generations. If we compare them with the social standing of Hindu tanti, the Jolahas cannot be considered as a caste. But this statement is only true if we take caste in its pure sense. Otherwise, in a limited sense, the Jolahas are surely a caste. At least the non- Jolaha Muslim consider them as a caste whenever the question of marriage comes. Although the original teaching of Islam does not allow any kind of social inequality among the humans but social inequality prevails in Muslim society in the context of contemporary Bangladesh.

Key words: Caste system, Jolaha community, Muslims

PUBLIC PERCEPTIONS ON THE LEGAL PROFESSION OF SRI LANKA AND ITS IMPACT ON PEOPLE'S WILLINGNESS TO ACCESS FORMAL LITIGATION

Ruvini Katugaha

University of Peradeniya, Sri Lanka.

k2gaha@hotmail.com

ABSTRACT

Access to justice is an important right of a human being and lawyers act as intermediates to access justice. This study identifies the perception the public have towards the legal profession and its root causes exploring the impact it has if people are unwilling to access the formal litigation mechanism of a country driven by the perception they have of the Legal profession. It deals with topics like the history, developments, importance of the legal profession and different comparative jurisdictions. A field research using qualitative and quantitative methods were used while client interviews were taken under participatory observation method. The Researcher posed herself as a client seeking legal advice and observed how clients are handled by the lawyers and their interactions. The hypothesis of the study is proven since it indicated a negative perception. As a profession people still respected it but the unethical conduct of the lawyers is vastly generalized by the society. The profession is respected but not its members. Lawyers were indifferent to this significant change of public perception. People prefer trustworthiness against competence and skill and wouldn't hesitate to make their children lawyers not just because of the prestige but also to have a trustworthy lawyer on their side. This reluctance is not driven solely by the perception of the legal profession. Inefficiencies in the administration of justice contributed largely to this reluctance. For even those who didn't have prior litigation experience were still unwilling to resort to court. In conclusion this study indicates that the perception the public have towards the legal profession is a negative one that may, inter alia, contribute to the unwillingness of the public to seek formal litigation.

Key words: Legal profession, public perception, Lawyers

THE IDEAL CHARACTERISTICS OF WOMAN BASED ON ETHICAL CODE IN DISNEY'S POCAHONTAS AND INDONESIA'S DAYAKNESS

Andra Fakhrian

College of Languages, Sultan Agung Islamic University Semarang, Indonesia.

fakhrian.andra@gmail.com

ABSTRACT

The ideal of feminist is highly influenced by the ethical code. Pocahontas, the daughter of the head of Indian tribes in Virginia, while Dayak is one of a tribe in Indonesia. In Disney, princess is a woman depicted by perfect skinny body, white skin, long hair and beautiful voice. However, either the Indian tribes in Pocahontas movie conducts the ideal of woman differently or the dayakness indigenous woman images a feminist with their own sake than the most of woman's dream. This study exerts a descriptive qualitative research, applies a comparative study and feminist approach. This literary research examines the ideal characteristics of woman based on ethical code in Pocahontas movie and Dayak indigenous. As a result, a ladylike characteristic based on Indian and Dayak ethics portray of the ideal woman lead to masculinity traits.

Keywords: Dayak, Ideal, Indigenous, Woman

THE ROLE OF ICT IN ENHANCING UNDERSTANDING OF ENGLISH LANGUAGE AND LITERATURE

Asst. Prof. Dr. Vallabh Shankar Karandikar

B.D.Kale Mahavidyalaya, Ghodegaon, Tal-Ambgaon, Dist-Pune, Maharashtra, India.

yskarandikar@rediffmail.com

ABSTRACT

The present paper deals with the different uses of ICT in the process of understanding of ELL and literature in classroom situations. Today's age is the age of Information Technology. It has become a valuable tool to enhance our understanding of English language and literature. ICT provides opportunities to gain linguistic competence for the better understanding of literature. It is extremely useful for researching, composing, responding, and viewing varieties of English. The Internet has given a new dimension to ICT and proved to be a very dominant and useful technological device in the process of understanding English language and literature. Internet provides various sorts of reference material and sources, which are extremely useful for understanding English language and literature. The various websites, PPT's, online classes, grammar, innovative teaching methodologies and use of sound, music and clips perform extremely vital role in understanding English language and literature. The various basic terms, updated information about recent happenings and trends can be studied with the help of ICT. The new literary and linguistic approaches can be viewed, studied and taught in an interesting way. The use of ICT makes the teaching and learning of literature and language effective and students comprehend and enjoy the understanding of language and literature.

Keywords: ICT, (Information and communication technology), ELL (English Language Learning) PPT

**THE USAGE AND INFLUENCE OF FACEBOOK LANGUAGE IN WRITING
SKILLS IN THE CLASSROOM AMONG STUDENTS IN A SECONDARY SCHOOL
IN SEREMBAN, MALAYSIA**

Dr. Maureen Shyamala Rajamoney

Malaysia

maureenshyam@gmail.com

ABSTRACT

This study aims to examine the influence of Facebook, the types of errors students make and ways to overcome these errors. Instruments used were that of the essays the students produced, questionnaires from them and their teachers. It was found that there were influences of Facebook language that the students used on their essays. Instead of full 'information', 'info' was used. Most of them admitted that they used short forms e.g. 'briefin' instead of 'briefing', 'diner' instead of 'dinner' and the commonly used 'i' instead of 'I'. Recommendations were further made as from the suggestion from the teachers so as to curb the tendencies of errors in short forms that the students make when they write their essays.

Key words: Facebook language, writing skills, secondary schools

TEACHING OF CULTURAL VALUES THROUGH THE CARTOON FILMS

Dr. Chandrakant Ramnath Mandlik

Shri Shiv Chhatrapati College Junnar, India.

chandrakantmandlik2012@gmail.com

ABSTRACT

During the past it was responsibility of the' parents, grandfather and grandmother to teach moral values and culture to the children in the family. They used to tell the legends and stories from 'The Ramayana' and 'The Mahabharata'. Now a days this role is replaced by the most valuable audio-visual aid i.e. Television. Children mostly like watching cartoons and animated films or serials. The role of cartoon films is considered as significant as the elders in developing their mind towards culture. They do not watch cartoons only from the point of entertainment but as a medium to nurture cultural values. Therefore, a cartoon film like 'Chhota Bheem' remains a way of not only an entertainment but of education of culture and ideological messages.

Key Words- cartoon films, children culture, moral values, and ideological message

**THE REALITY OF SEX WORKER'S LIFE IN POST INDEPENDENCE HINDI
NOVEL BASED ON SEX WORKER'S LIFE**

Anshita Shukla

Jawaharlal Nehru University, New Delhi, India.

anshitashukla06@gmail.com

ABSTRACT

Novel is a kind of Genre of Prose in which portrayal of social reality is in elaborated way. Prostitution is a social issue. With the rise of Human Civilization, sex trade and prostitution has also developed. It is very difficult to say with certainty when Prostitution came into the existence. According to scholars at the time when the Indus Civilization and customs of the institution of marriage was not fully developed, there was Prostitution because of its description of relationship with several women to men is derived from Graffiti and History. As well as development of Civilization and rigidness of marriage institution nature of Prostitution has been changed and consequently prostitutes began to address as a 'Roopjeeva', 'Chetika', 'Nagarvadhu' and 'Varangana' etc. At Present the prestigious 'Ganikaas' and 'Kalavantiyaan' of Ancient period who were bounded to the kings now they came out to streets for Prostitution. Now a person who is able to spend money on Sex workers is entitled to have. For this reason, in ancient time, where Prostitutes were respectable now they are forced to sell their body at very low price. Even they themselves are demanding to be known as a 'Sex workers'. Among all Pre independence Hindi novels which are based on Sex worker's life as 'Sevasadan', 'Maa', 'Vaishyaaputra', 'Sharabi', 'Apsra', 'Champakali' 'Jeevan ki Muskaan' and 'parde ki Rani' are specially remarkable. Through these Novels it is tried to know the reality of Sex worker's life which has been lost somewhere in dark alleys.

Key Words: 'Ganikaas', 'Nagarvadhu', 'Varangana', 'Roopjeeva', 'Chetika'.

THE PORTRAYALS OF CHILDREN'S WORLD IN HAPPILY EVER AFTER'S INDONESIAN FOLKTALES

¹Ratih Dwi Raharto, ²Andra Fakhrian

^{1,2} *College of Languages, Sultan Agung Islamic University, Semarang, Indonesia*

¹ratihraharto@gmail.com

ABSTRACT

Disney-fiction of once upon a time to happily ever after is lastly occurred in some Indonesian's legendries folktales. The folktales Bawang Merah dan Bawang Putih and Ande-Ande Lumut have profound images of children's imaginary world. As the Disney's children dream patterns propose to the beauty, the masculinity, the wonderland, and the magical creatures. However, Indonesian's folktales conduct of the struggling children to survive from terrible backgrounds in pursuing their tangible passion. Henceforth, the set of happily ever after in folktales contributes to fulfilling the gender's encounters through the narrative's challenges. This literary research exerts a descriptive qualitative research and applies the children's psychology approach. Though, this study examines the essence of happily ever after in children's imaginary world. As a result, the happily ever after's Indonesian folktales imply an optimism of achieving a dreamy world.

Keywords: children, dream, folktales, imaginary world

MODES OF INTERACTION PERCEIVED BY THE VISUALLY CHALLENGED SRI LANKAN UNIVERSITY UNDERGRADUATES FOR INFORMATION NEEDS

Wilfred Jeyatheese Jeyaraj

Eastern University, Sri Lanka

jeyarajwj@yahoo.com

ABSTRACT

Communication, by definition, is the bridge between time and evolution of mankind. It provides a pathway to access the correct resources that are vital for the survival of life itself. There are various means that aid in acquiring the necessary skillset via communication. Some such means can be categorized as Sound, Touch, Feel, and many more. But the most crucial of the above mentioned is “Sight”, which can also be described as the “Visual”. Visual comprehension of the surrounding turns pages when it comes to conceptualizing and contemplating decisions in order to proceed further with any related actions. As considered within the scope and context of this study, visually challenged undergraduates, are often penalized in their academic and social life due to their lack of sight in their day to day activities. It can be stated that information retrieval from libraries, classrooms, etc. within their academic premises is a massive challenge for such students. The main objective of this paper is to observe and analyze the means and modes adopted by such visually challenged Sri Lankan university undergrads to retrieve required information at an inter-personal and intra-personal level. By doing so, it is also intended to trivially suggest or make aware, the changes needed to be followed by sighted students and the other resource persons mingling with the visually challenged, so as to enable an ease of interaction between the two parties.

Keywords: Visually-challenged, university-undergraduates, Sri Lanka, interaction, information

CHALLENGES IN TRANSLATING INDIAN INDIGENOUS LITERATURE: WITH SPECIAL REFERENCE TO MUNDARI LITERATURE

Ajay Kumar Purty

Jawaharlal Nehru University, New Delhi, India.

purtyjai@gmail.com

ABSTRACT

The indigenous literature in India is at a crucial stage. It has crossed its nascent stage and has ventured into a much relevant area of literary, cultural, social and political significance. Even though an extensive amount of Indian indigenous literature is still contained in its oral literature, a group of authors, publishers, editors etc. have made an effort to provide a platform for this literature. In India, there's still a huge gap between the mainstream society and tribal society at various levels. In recent years, the indigenous literature has played a significant role in bridging this gap. It is no longer dependent on mainstream writers as several indigenous authors have made a mark to represent their own culture and traditions. The translations of these cultures and literatures are important as they inculcate respect for an alien language and culture as well as evoke further curiosity about that literature. Indigenous literature has to be read and perceived differently from the mainstream literature as it demands a different kind of sensibility and approach. In a multilingual and multicultural country like India, the translation of this literature holds much importance not only because it is a knowledge sharing device or an effective tool in building cross-cultural boundaries but also gives an opportunity to represent the lesser known linguistic groups and societies. Mundari is a major language of Austro-Asiatic language family mainly spoken in Central and Eastern India. Translation of Mundari literature into two major link languages in India - Hindi and English poses challenges at multiple levels, mainly cultural and linguistic. Both Hindi and English languages belong to Indo-European language family and hence the void between these languages increases, further increasing the problems and challenges in translation. It demands not only the technical skill and creativity but also the sensitivity and responsiveness towards a different culture. Apart from the challenges of translating indigenous literature, this paper also focuses on the influence of translation on these languages.

Keyword: Indigenous Literature, Languages, Culture

**CO- EXISTENCE OF CONTROVERSIAL ELEMENTS OF
TRANSCENDENTALISM AND EXISTENTIALISM IN SELECTED POEMS BY
EMILY DICKINSON**

Wafa Nouari

Algeria

wafa_24@ymail.com

ABSTRACT

This work intends to shed light on the tendencies of two American poets Emily Dickinson and Edgar Allan Poe about the themes of death, religion and mythology throughout a number of the poets' selected poems. Throughout this study, each poet implies the above themes to establish a specific effect on his or her work. As far as this research is concerned, Dickinson in her selected poems deals with death with more optimism, uses religious narratives according to her own way, and includes myths to discover the reality beyond the physical world. At the same time, Poe in his works that are studied in this research tackles the theme of death from doleful views, implies religious elements in devoting way, and includes mythological allusions to express his feelings towards a woman he loves.

Keywords: American poets, Themes of poems, myths

**DESIGNING AN UPDATED COURSE UNIT TO IMPROVE THE FRENCH ORAL
COMPETENCY OF THE UNDERGRADUATES TO MEET THE CURRENT
DEMANDS OF THE JOB MARKET**

Madara Sumudu Kulathunga Arachchi

Department of Cultural Studies, Languages and Performing Arts.

University of Sri Jayewardenepura, Sri Lanka.

madarasumudu1212@gmail.com

ABSTRACT

French being the 5th most spoken and the 2nd most learned language in the world has won the interest of the Sri Lankan undergraduates in the recent decades owing to the notion that there are ample job opportunities in the job market which are capable of economically empowering the youth for the purpose sustainable development. The students who offer French for their Advanced level as a main subject are taught either in English medium or mother tongue as the syllabus consists only of the grammar components, writing tasks, written comprehension and Literature as these are the main areas that are evaluated at the G.C.E Advanced Level Exam. Consequently the students who fulfill the pre requisite of having passed French as a main subject in the Advanced Level Examination own a considerable knowledge in grammar, Writing and Literature with a big imbalance in their oral competency in French. Moreover it is of vital necessity to introduce a modified course unit with latest teaching strategies to remedy the deeply rooted causes that affect their oral competency such as their habit of thinking either in English or their mother tongue and then translating into French which is an outcome of learning French either in English or mother tongue in school, their lack of confidence in communicating and presenting in the target language which is connected with their communicative personality and the lack of presentation skills which are essential to create a French Speaker with self-confidence and personality and ultimately a graduate with a balanced oral competency to handle oral communication in any professional sphere. A course unit which is a combination of Oral competency in French language and Communicating with confidence, personality according to the professional task performed (e.g.: French Customer Care Officer, French tour Guide, French Tour Executive, French Interpreter etc.), and variation of tones with the proper pronunciation according to the professional target handled. This study is intended to design an updated professional oral competency course unit for the undergraduates which fulfill the following requirements in one course unit with its extensions during 3-4 undergraduate academic years. As the first step data regarding the currently job opportunities which are highly demanded in the job market are recognized through a field survey and then the nature of the Oral Competency in French required to perform the tasks of the identified jobs efficiently from the very beginning are identified. At the next step the collected data is analyzed to design the teaching strategies and pedagogic materials to the identified content to be included in the course unit. The final outcome of the study is used to designing a course in which both Oral Competency in the target language and the aspects of the communicative personality are developed parallelly.

Key words: Oral, Language, Job market, Personality

A COMPARATIVE STUDY IN FRENCH AND ENGLISH SYNTAX

Madara Sumudu Kulathunga Arachchi

University of Sri Jayewardenepura

madarasumudu1212@gmail.com

ABSTRACT

This study is a comparative study of the two languages French and English in terms of syntax. French and English languages which belong to the vast language family of Indo-European language family and then to the sub groups of Romance and Germanic share both similarities as well as differences in terms of syntax. Syntax is the scientific study of how the words are sequenced in a sentence to bring out an accurate meaning. Syntactic knowledge is essential to construct meaningful sentences and to understand the meaning of a sentence with different constituents. If one does not understand the syntactic pattern of a particular language the sentences do not make any sense to that person. Thus it is compulsory to have a thorough understanding of the syntax in learning a language. As most of the students who learn French have acquired English language for a considerable period of time we cannot deny the fact that English syntax has an influence on their understanding and acquiring the grammar and the sentence pattern of a new target language which is in this particular study French. Owing to the Historical connections that took place in different eras there are many influences of both languages on each other. Especially the placement of the basic constituents of a sentence subject, verb and object is the same in both French and English. But there can be certain divergences which may sound accurate in the English translation but not according to the French grammar rule. These types of mismatches arise in the placements of adverbs and adjectives. Moreover the gender ruler which is totally different from the gender concept in English becomes a confusing grammar point for the students which should be studied carefully as almost all the grammar rules in French are directly or indirectly connected with the gender agreement rule. In terms of tenses in French language the tenses are used according to the meaning that should be conveyed and the word order in the interrogative form is completely different in French than in English. The relevant information for the research are collected from both French and English Grammar books and Internet and the research findings are useful for the students who learn French being fluent in English and to do accurate French to English translations.

Key words: syntax, sentence, agreement, language, constituent

Our Partners



GARI
Publication



Making Practitioners for Tomorrow
GARI CONFERENCE

