GLOBAL ACADEMIC RESEARCH INSTITUTE

COLOMBO, SRI LANKA

PROCEEDINGS

GARI MULTIDISCIPLINARY RESEARCH SYMPOSIUM 2019

On 27th September 2019
@ Galle Face Hotel, Colombo, Sri Lanka

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://multidisciplinaryconference.globalacademicresearchinstitute.com

PREFACE

Global Academic Research Institute is proud to present GARI MULTIDISCIPLINARY RESEARCH SYMPOSIUM 2019 which is a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted on 27th September 2019 @ Gall Face Hotel, Colombo, Sri Lanka. The conference was organized into different disciplines 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 key note addresses & Co-chairs made by Dr. S. Damayanthi Edirisinghe (Senior Lecturer, Faculty of Commerce & Management Studies, University of Kelaniya) The organizing committee specially thanks to our Journal Publications GARI Publishers and GARI International Journal of Multidisciplinary Research, SAP publisher, Further the support given by GARI Tours as Travel partner, Official Creative Partner Sameera Artco & 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
GMRS 2019

Table of Contents

SELECTION OF RESEARCH DESIGN WITH SAMPLING PLANS

Dr. S. Damayanthi Edirisinghe

Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka

swarnadammi@gmail.com, swarna@kln.ac.lk

ABSTRACT

Multidisciplinary research immersed in practice screening successful operations with strong research arm by connecting eminent researchers around the globe. In order to face various emerging challenges in different front of knowledge acquisition and dissemination in various fields, it has become indispensable to explore multifarious assimilated and interdisciplinary approaches for problem identification and solutions. To serve with new frontiers in researches scholars should have several preliminary considerations that are necessary before designing a proposal or a plan for a study. These considerations relate to selecting an appropriate research design for good academic writing. Selecting a research design based on the nature of the research problem or issue being addressed. Research methods involve the forms of data collection, analysis, and interpretations. Researches can use three types of designs for their researches as qualitative, quantitative and mixed-method approaches. In qualitative approach it is exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. This process of research involves emerging questions and procedures, what data typically collected in the participant's settings, data analysis inductively building from particulars to general themes and, making interpretations of the meaning of data. In quantitative approaches testing objectives with theories by examining the relationship among variables. Usually data can be analyzed using statistical procedures. The final written report has to be a set of structure comprising with introduction, literature review, methodology, results, and discussions. In this form of inquiry have assumption about testing theories deductively, building protections against bias, controlling for alternative explanations, and being able to generalize and replicate the findings. The mixed-method approach is a combination of quantitative and qualitative. It involves philosophical assumptions. Apart from that a research proposal includes four paradigms as Post positivism, Constructivism, Advocacy / Participatory, Pragmatism. Sampling plan comprises sampling design, sample size questionnaire design with literature view.

Keywords: Mixed method approach, Paradigms, Quantitative approach, Qualitative approach, Research design, Sampling Plan,

References

Crotty,M.(1998). *The foundations of social research: Meaning & perspective in the research process: Thousand Oaks, CA: Sage*

Cresswell. J.W(2009), *Research Design: Qualitative, Quantitative & Mixed Methods Approaches, Sage publications*

Guba, E.G., & Lincoln, Y.S. (2005), *Paradigms controversies, contradictions, and emerging confluences. In N.K. Denzin & Y.S. Lincoln, the sage handbook of Qualitative research. Thousand Oaks, CA: Sage*

Locke, L.F., Spirduso, W.W., & Silverman, S. J. (2007) *Proposals that work: A guide for planning dissertations and grant proposals (5th ed) Thousand Oaks, CA: Sage*

Neuman, W.L. (2000), *Social research methods: Qualitative and quantitative approaches. Boston: Allyn & Bacon.*

INVESTIGATIVE STUDY ON THE IMPACT OF GENERATION Z TO THE IMPROVEMENT OF THE MARKETING STRATEGY OF PREMIUM LEVEL FASHION BRANDS IN COLOMBO

[1]Aseka Jayaweera, [2]Dr. Ayesha Wickramasinghe

Department of Textile and Clothing Technology, University of Moratuwa

[1]aseka.jayaweera95@gmail.com, [2]ayesha@uom.lk

ABSTRACT

Generation Z, who was born immediately after the millennial, between 1995 - 2010 will represent a higher percentage of consumer spending and their needs and wants will directly influence the marketing strategy of fashion brands. The main objective of this research is to find the consumer needs of generation Z and how it will influence the marketing strategy of the premium level fashion brands in Colombo and to give suggestions to improve. The study is based on both quantitative and qualitative methods. In conclusion, the research will provide suggestions to improve the marketing strategy of premium level fashion brands in Colombo in order to increase sales by catering to the needs of the generation Z cohort and providing customer satisfaction.

Keywords: Generation Z, Marketing Strategy, Premium Market, Fashion Brands

DETERMINANTS ASSOCIATED WITH DRUG ABUSE SEVERITY AMONG YOUNG DRUG USERS IN BENGALURU

Doojong Kim

CHRIST (Deemed to be University), India

doojong2@gmail.com

ABSTRACTS

There has been a quite satisfiable amount of literature which demonstrated family dysfunction and low religiosity as salient predictors of drug abuse. However, it does not guarantee that the psychosocial risk factors continue to be significant determinants in worsening the condition of drug abuse. The study examined whether self-report family dysfunction and religiosity were associated not only with drug abuse but also with abuse severity. It also explored a few determinants of ongoing deterioration in drug abuse. Abuse severity, family dysfunction, and religiosity were assessed among 50 male youths in acting drug use in the city of Bengaluru, India, and their brief demographic and drug-related information was collected. For the control group composed of 68 non-drug using youths, family dysfunction and religiosity were measured. The results indicated that family dysfunction and religiosity were not determinants of abuse severity though the two factors were related to the likelihood of drug abuse. The duration of drug abuse appeared as a salient predictor of abuse severity. Age at the initiation of drug use and the experiences of drug-related and criminal arrests were associated with abuse severity. The implications of the study were discussed in terms of drug policy and intervention.

Keywords: Drug abuse severity, risk factor, family functioning, religiosity, drug policy.

RELIGIOUS INVOLVEMENT IN YOUNG ISLAMIC WOMEN PARTICIPATION IN PHYSICAL EDUCATION, SPORTS AND PHYSICAL ACTIVITIES

S.K.I.U.K Senarath, Dr. A.W.S Chandana

Department of Sport Sciences and Physical Education, Faculty of Applied Sciences,

Sabaragamuwa University of Sri Lanka

indeeshas@gmail.com, surajchandana1@gmail.com

ABSTRACT

This study is to identify the relationship between young Islamic women involvement in physical education, physical activities and sports. Today, limited attention has been paid to the relationship of young female Muslims and sports. This relationship can be noted as a social problem, and therefore need a specific attention to this problem. This study examines how Muslim female students display their participation in physical activities and sports and how their Islamic background influences the way, their engagement with the field of sport. Being a Muslim young woman and participating in sport is getting as a challenge of their ethnic identities. So that the Muslim women clearly positioning within the framework of their ethnic identities are not interested in sports because they not seen it as a respectable femininity. All the original data in this article were collected from published articles in research gate and Google scholar. The articles were searched under the topics of "religious involvement in Muslim female's in sports and physical activities" and "Muslim Female Participation in Olympics". Results show that the religious involvement has positive attitudes toward female participation but extensive parental influence important to the young Muslim women involvement in the sports field and also expresses that Muslim girl's participation in physical education, physical activity and sports is less because of them are in struggle between their identity as Muslims and dress codes as well as the sporting requirements and in the other hand mixing or interaction with the opposite gender and doing exercises on Ramadan.

Key words: Muslim, Islam, Female, Physical Activities, Sports

RESEARCH ON THE APPLICATION OF SOUND DESIGN IN INTERACTIVE INSTALLATION ART IN PUBLIC ENVIRONMENT

Lijie Ren

Hongik University, South Korea

renlijie0921@gmail.com

ABSTRACT

Since its emergence, installation art has been characterized by high social significance, wide range of subjects and active use of new science and technology as a means of design. The site specificity, narrativeness and publicness of public installation art make it one of the important ways to show the concepts and characteristics of a region. In recent years, public installation art has gradually shown an interactive trend. While appreciating art, people pursue spiritual "closeness", "dialogue" and immersion, instead of merely staying on the visual effect. Sound is often regarded as a secondary element in design. However, as a matter of fact, as one of the five senses, sound is a very perceptual medium of communication that can provide personal special feelings and common emotional reactions. Compared with image, sound records an emotional background in a richer way, provides the atmosphere and state, creates imagination space for human perception, and lays a foundation for the realization of design narration. With the help of the narrative function of sound, the visual and touchable installation art can enrich the design experience in the dimension of auditory communication, also be easily received by the audience and interact with them. Sound design can not only provide ordinary participants with extraordinary immersion experience, but also increase the sense of participation of the people with visual impairment and improve the space narration construction of public installation art. With acoustics, psychology, perceptual theory as its theoretical support, this paper analyzes the application of sound design in the art of public interactive installation through case studies; analyzes the commonalities, characteristics and design trends manifested by different regions, and studies how to achieve a better effect of interactive experience through design optimization.

Key words: sound, interaction, public environment, the art of interactive installation

ASSESSING SALGANIK-HECKATHORN ESTIMATOE ON POPULATION CHARACTERISTICS

[1]A.P.M Perera, [2]K.P.A Ramanayake

University of Colombo, Sri Lanka

[1]*gaayesha93@gmail.com,* [2]*asoka@stat.cmb.ac.lk*

ABSTRACT

Hidden populations are known to be populations that do not have the preference to be discovered in the society. Researchers studying social sciences find these populations very attractive yet extremely difficult to access. Of all the methodologies proposed thus far Respondent Driven Sampling has the highest potential to address these populations. Yet the methodology consumes a greater deal of recourses both monetarily and man power which makes it difficult to do pilot studies in order to figure out the best parameters that should be used in the procedure. Salganik Heckathorn (SH) estimator is one of the acceptable estimates used for the population parameter estimation. Due to its simplicity many researchers favour to use SH estimator. Yet a considerable number of studies highlight the underperformance resultantly denigrating the estimator. This study tries to deflect these discredits by identifies the characteristics of the populations and the sampling combinations the estimator works best. It tries to overlay an open view on the estimator and assist the researchers to use the estimator in a way that would produce credible results.

Keywords: Respondent-Driven Sampling (RDS), Salganik-Heckathorn (SH) estimator, Simulation

HOW ART OF TEACHING CAN DEVELOP IMPACTFUL ENTREPRENEUR

[1]Pratibha Sharma, [2]Misha Khanna

[1]*Fashion Design Lecturer International Institute of Fashion Design Hyderabad,*

[2]*Lecturer & Interior Designer, India*

ABSTRACT

The aim of this paper is to discuss how to nurture the mind of budding entrepreneurs using the art of teaching and help them get efflorescence of business ideas. Art is a perfect package which teaches creativity but is also about collaboration, critical thinking and problem solving in connection with varied cultural influences. Art based learning for business provides a crucible for creativity, innovation and transformation and also emerges as viable approach to enhance entrepreneur skills. Businesses are looking for solution, and art-based learning can help because of dramatic changes in market, technology and global competition. Relying solely on logic, analysis and problem solving skills is insufficient in today's rapidly changing environment. Artists and business leaders have many parallels, both have a guiding vision, a potent point of view, formulating an idol, navigating through chaos and finally producing a new creation. Art is a medium of expression, and nobody can replace that expression from the mind of learner. Only a mentor can harness the science of learning, to illuminate the mind of the learner to discover themselves. A mentor will ensure that the learner is able to identify what excites them in life, things for which they have a passion and are most happy doing. They encourage the learner when they faulter and fail this empowers them in taking difficult decision later in life which are a pre-requisite of a successful businessman. Art of teaching can be summarised by I Can, I Will, I Promise

Keywords: skill development, intercultural communication, practical approach, transmission, opportunity

FEMALE IMMERSION TO THE WORLD OF HEROIN IN SRI LANKAN CONTEXT

Shakila Lasanthi Abeysekera

Senior Counselor, Sri Lanka National Association of Counselors,

shakilalasathi05@yahoo.com

ABSTRACT

This exploratory research focused on patterns and extent of heroin using females in the City of Colombo. In Sri Lankan society, women's role is undergoing significant transformation due to various social and economic reasons, especially after the 1977 liberalization process. Though the numbers remain hidden, heroin using female population is increasing and getting more and more accepted among women in Sri Lanka, who play a leading role in drug related offenders. Female immersion to the world of heroin did not occur over night. In this changing world of Sri Lankan urban society, the family and school socialization process, peer group association and the link between social networks, all play important roles and consequently family related problems were more likely to weaken the bounds between young girls and their parents. It disrupts their academic achievements and that leads their susceptibility to peer pressure. Once they live in their heroin sub culture they value the norms and opportunities they gain within their own society. They don't much concern about the standard values and norms of the standard society that exits out of their world.

Keywords; Drugs, Heroin, Females, Colombo, Sri Lanka

BOOTSTRAPPING ESTIMATION OF THE VARIANCE CO-VARIANCE MATRIX OF SEVERAL CORRELATED ROC CURVES IN THE NEWLY DEVELOPED TEST FOR COMPARING SEVERAL CORRELATED ROC CURVES

[1]H.M.S.C. Rathnayake, M. R. Sooriyarachchi

Department of Statistics, University of Colombo

[1]*samadhi.mathematica@gmail.com*

ABSTRACT

The ROC curve is a graphical illustration of the sensitivity against the 1-specificity of a binary classifier as its discrimination threshold is varied. Several ROC curves can be generated through several independent samples and several ROC curves can be generated through the same sample. These cases generate independent ROC curves and correlated ROC curves respectively. The most important measurement of the ROC curve is the area under the ROC curve which can be used as a measurement of accuracy in the binary classification. This research aims to estimate the variance co-variance matrix of several correlated ROC curves using bootstrapping approach for a newly developed test for comparing several correlated ROC curves together. Here the bootstrapping approach is compared with other techniques of estimating the variance co-variance matrix of several correlated ROC curves in the test using a simulation study.

Keywords: ROC, AUC, Independent, Correlated, Bootstrapping

A STUDY OF EXPORTS AND IMPORTS WITH INDIA ON SRI LANKA`S ECONOMIC GROWTH

[1]H.M.C.J. Herath, S. Damayanthi Edirisinghe

University of Kelaniya, Sri Lanka

[1]*chamjayamini@gmaiul.com*

ABSTRACT

Economic growth has been identified by scholars as the most fundamental and crucial objective of macroeconomic policies in Sri Lanka amongst the other countries in the world. Further they have noted that the considerable debate on the existence and nature between trade and economic growth. Especially international trade and development theory suggests that export growth significantly impacts on any country's Gross Domestic production. In 1978 Sri Lanka stared to implement the open economic policies. In Sri Lanka's trade India has become one of the largest importers and among the top five destinations for exports. India`s economic growth has also stimulated enormous improvement in the economic performance of many countries. Therefore in particular many nations have been tried to develop a strong commercial relationship with India. But the common argument about the relationship between trade and economic growth is negative. Therefore the main objective of this study is to investigate the impact of exports and imports with India on Sri Lankan`s economic growth. And investigates how trade with India effect to the economic growth of Sri Lanka. In this study researchers will be used secondary data covering the period of 48 years from 1970-2018. Subsequently, it will be hoped to use these time-series data of macroeconomic variables, transformed into natural logarithm for reducing the heteroscedasticity problem. Base on the propose study dependent variable is Economic growth (GDP) and the independent variable is exports and imports with India. Time series analysis and Regression analysis will be used to identify the linear association; explanatory power and the significant level of the model which is build up using the above mentioned independent and dependent variables. Consequently, Autocorrelation will be tested to identify whether there is any repeating pattern in the model. Further parallel to the analysis diagnosis test will be used in the study to identify the validity of the models.

Keywords: International trade, Exports, Imports, Time Series Analysis

OUR PARTNERS

FUTURE CONFERENCE CALL FOR PAPERS OPEN NOW

Name	Location	Date
07th International Conference on Health and Medicine	Colombo, Sri Lanka	17th & 18th December 2019
07th International Conference on Social Science and Humanities	Colombo, Sri Lanka	17th & 18th December 2019
04th International Conference on Ayurveda Traditional Medicine and Medicinal Plants	Colombo, Sri Lanka	17th & 18th December 2019
09th International Conference on Business Management and Economics	Colombo, Sri Lanka	17th & 18th December 2019
03rd International Conference on Peace and Conflict Management	Pretoria, South Africa	27th & 28th February 2020
03rd International Conference on Sustainable Development	Pretoria, South Africa	27th & 28th February 2020
International Conference on Music, Drama, Visual & Performing Arts	Colombo, Sri Lanka	27th March 2020
04th International Conference on Apparel Textiles and Fashion Design	Colombo, Sri Lanka	27th March 2020
06th International Conference on Education and Distance Learning	Colombo, Sri Lanka	21st & 22nd May 2020
03rd International Conference on GLBT Studies	Colombo, Sri Lanka	21st & 22nd May 2020
02nd International Conference on Mental Health	Colombo, Sri Lanka	21st & 22nd May 2020
03rd International Conference on Election and Democracy	Paris, France	05th June 2020
International Conference on Colour, Culture and Modern Art	Paris, France	06th June 2020

For abstract submission fill in the online submission form on each website **OR** Email Paper/Abstract with CV to helpdesk@gariteam.com
whatsapp / viber +94 70342 8651