

**Proceedings of the  
1<sup>st</sup> International Symposium 2011**

**Post-War Economic Development through  
Science, Technology, and Management**

**April 19-21, 2011**

**South Eastern University of Sri Lanka**

# **1<sup>ST</sup> INTERNATIONAL SYMPOSIUM 2011**

## **Chairman**

**Dr.SMM.Ismail – Vice Chancellor**

## **Steering Committee**

**DR. (Mrs).MIS.Safeena**

**Mr.MBM.Amjath**

**Mr.MSM.Jalaldeen**

**Mr.SM.Aliff**

**Mr.AMM.Musthafa**

**Mr.SMM.Mazahir**

## **Coordinators**

**Mr.KMM. Faleel Haque**

**Mr.AM.Razmy**

## **Organizing Secretaries**

**Mr.ALMA.Shameem**

**Mr.RA.Sarjoon**

## **Office in Charge**

**Mr. M. Mohamed Shiraj**

Copyright© 2011 by South Eastern University of Sri Lanka

ISBN 978 955 627 002 0

**Edited and Compiled By**

Mr.KMM. Faleel Haque

Mr.SM.Ahamed Lebbe

Mr.ALMA.Shameem

Conference Secretariat

International Symposium -2011

University Park

South Eastern University of Sri Lanka

Tel: 0094 67 2255063 Ext. 2268

Fax: 0094 672255217

E-mail: [seusym@seu.ac.lk](mailto:seusym@seu.ac.lk)

Web: [www.seu.ac.lk](http://www.seu.ac.lk)

**Cover Page**

Mr. S. Sabraz Nawaz

**Printered by**

New Rich Offset Printers

Akkaraipattu

## **MESSAGE FROM THE CHANCELLOR**

It gives me great pleasure to send this message on the occasion of the First International Symposium entitled “**Post-War Economic Development through Science, Technology and Management**” to be held on the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> of this month at the South Eastern University of Sri Lanka in Oluvil. Seminars, Symposia and Conferences give us an excellent platform to exchange ideas and discuss results from research in a particular field of study. Such dialogue can be beneficial to academics and their students alike.

With the decades of conflict just over in the country, it is also a most appropriate time to hold this Symposium on the above topic. An international symposium brings with it an awareness of cultural and intellectual diversity that can enrich academia. As the South Eastern University of Sri Lanka is situated in an area that was deeply affected by the ethnic war, it is a prime forum for this event. With over 190 papers from International authors in several sessions spread over three days, this Symposium promises to be an enlightening one. I congratulate the Organizing Committee of this Symposium and wish them every success.

**Prof. Achi M. Ishaq**  
Chancellor  
South Eastern University of Sri Lanka  
Oluvil  
Sri Lanka

## **MESSAGE FROM VICE CHANCELLOR**

I feel privilege and honored as the Vice Chancellor to release this message of greetings with happiness to International Symposium on Post War Economic Development through Science, Technology and Management to be held on from April 19th to 21st 2011 at the South Eastern University of Sri Lanka. I welcome this historic episode as this is the maiden event of this university for the reason of the fact that this symposium covering social sciences, science, technology, information technology, business management, language, religion and culture, natural resources, sustainable development with convergence of all faculties of this university. This theme is very significant for the human development through higher educational system to have national cohesion and development.

The research symposium is an important part of the university activities. The research works are the great innovation leading to the discoveries of enterprising individual, whose minds are constantly at work and whose creative impulses give warmth and color to the life's fabrics, its richness, fullness and diversity so as to make pleasant and peaceful pilgrimage in the future.

Besides, this International Symposium is a mode to have gathering of eminent scholars, experienced researchers, famous authors, prominent academic, enthusiastic undergraduates and popular public personalities and experts in different fields of studies have opportunities to exchange their cherished ideals, concepts, faith and beliefs with full joy and gay from local and foreign universities that will stimulate to develop and strengthen their research skills, talents, abilities and capacities to expand the horizon of their intellectual experience in research works.

The hard work done by the organizing committee of the research symposium is an excellent example of team work and time management. I am very grateful to organizing committee, chair person, reviewers, editors, sponsors and all other well wishers who were involved in this great event. I also wish to acknowledge the dedication and commitment of the academic, administrative and non academic of the South Eastern University of Sri Lanka to make this memorable occasion successfully. Finally I take this opportunity to wish all the presenters and participants a rewarding experience.

Dr. SM. Mohamed Ismail  
Vice Chancellor  
South Eastern University of Sri Lanka  
Olivil  
Sri Lanka.

## **MESSAGE FROM THE COORDINATORS**

After three decades of war in Sri Lanka, post-war economic development is the most highlighted issue among academics and general public. The contribution of academics for this development is vital and inevitable. Therefore the South Eastern University of Sri Lanka has given a special attention to the post war economic development and holding this international symposium 2011 under the theme of post-war economic development through science, technology and management.

The objective of this international symposium is to provide an open and neutral forum for researchers in various disciplines to present and debate their research findings in front of intellectuals, policy formulators, planners and implementers. 194 abstracts were received for this symposium relating to all disciplines under five main tracks. All the received abstracts were reviewed by eminent scholars in the respective fields. We hope that recommendations and key points that emerge from these scientific presentations can be utilized in identifying policy directions and in formulation strategies for the post-war development activities.

We wish to thank all local and foreign delegates, authors, chairpersons of the sessions, reviewers and participants who made this event a reality. This symposium could not have been possible without the cooperation of the staff and students of the South Eastern University of Sri Lanka.

KMM Faleel Haque  
M.Razmy  
Coordinators  
International Symposium - 2011  
South Eastern University of Sri Lanka

# **International Symposium 2011 Post-War Economic Development through Science, Technology, and Management**

## **Acknowledgement**

The Vice Chancellor, the Symposium Coordinator and the Symposium Organizing Committee extend sincere appreciation to the following for the great support in many ways to make the Symposium -2011 a success

- The authors of the papers
- The editorial board and reviewers
- The chairpersons of the session
- The panel coordinators
- The chief guest and other guests
- The keynote speaker
- The academic and administrative staff of the South Eastern University of Sri Lanka
- The media personnel and the press
- All sponsors
- All the participants and others who supported the symposium

## Table of Contents

Service Quality and Perceived Customer Satisfaction of National Savings Bank in War Affected Area with Special Reference to Jaffna District <i>A Saravanabawan and N Baheerathan</i> .....	1
Moderating Influences on the Strategy Making and Firm Performance Relationship: A Study of Small and Medium Enterprises <i>PMB Jayathilake</i> .....	2
Quality Control in Small and Medium Brick Industry: An Application of Control Chart in Divisional Secretariat of Addalaichenai <i>MBM Ismail</i> .....	3
Working Capital Management Practices: A Case Study of Listed Manufacturing Companies in Sri Lanka <i>Balasundaram Nimalathan</i> .....	4
Promoting the First Generation Women Entrepreneurs in Sri Lanka: A lesson from India <i>Bhagaban Das and AM Inun Jariya</i> .....	5
The Role of Business Community in the Business Environment: Through the Lens of Corporate Social Responsibility (CSR) <i>ALMA Shameem and S Thowfeek Ahamed</i> .....	6
A Study on Application of Balanced Scorecard in Management Faculties in Sri Lankan Universities for Performance Evaluation - Based On the Internal Business Process Perspective (IBPP) and Mission Perspective (MP) <i>WMRB Weerasooriya</i> .....	7
Clients' Perception towards the Image of Insurance Companies in Sri Lanka <i>Aminda Methsila Perera and Kaumalee K Amaradiwakara</i> .....	8
"The Impact of Customer Relationship Marketing (CRM) on Market Performance" A Special Reference to the Sri Lanka Telecom - Jaffna Branch <i>S Sivesan</i> .....	9



Financial Leverage and Its Impact on Investment Decisions: A Study of Selected Trading Companies in Sri Lanka <i>Puwanenthiren Pratheepkanth</i> .....	10
The Impact of Employees' Need for Achievement on Their Performance and Job Satisfaction <i>SMC Mahenthiran Aloysius</i> .....	11
The Impact of Product Modification on Customer Satisfaction <i>TL Vannarajah and SA Jude Leon</i> .....	12
The Relationship of Cash Conversion Cycle with Firm Size and Profitability: A Survey on Manufacturing Companies in Sri Lanka <i>Puwanenthiren Pratheepkanth</i> .....	13
"The Impact of Performance Appraisal System on Employees Job Involvement" With Special Reference to Employees in Rainco Private Limited <i>Sareena UMA Gaffoor and MI Fathima Rizana</i> .....	14
Customer Relationship Marketing as a Strategy for Better Banking Relationship –A Comparative Study of Peoples Bank and Sampath Bank <i>Nalin Abeysekera and Kumaradeepan V</i> .....	15
Motivation and Its Impact on Job Satisfaction of Employees in Banking Sector during Conflict Scenario: A Case Study of Bank of Ceylon, Jaffna, Sri Lanka <i>TL Vannarajah</i> .....	16
Influence of Customer Orientation on Corporate Social Responsibilities in the Sri Lankan Banking Sector <i>JCD Pirithiviraj and K Kajendra</i> .....	17
An Assessment of the Role of Business Entrepreneurs in Conflict Transformation – A Case Study of South Eastern Sri Lanka <i>ALMA Shameem and Saliya De Silva</i> .....	18
An Exploration of Visitor Satisfaction and Loyalty with Nature Based Tourism Product in Sri Lanka <i>Ruwan Ranasinghe</i> .....	19

<p>“Strategic Technology Adoption and Its Current State Implications on Agri Business for Making Sustainable Development in Eastern Province of Sri Lanka”  <b>Sulaiha Beevi Athambawa, Chamli Pushpakumara,</b>  <b>ARP.Wickramarachi, JLDF. Nanayakkara</b> .....</p>	20
<p>Organizational Commitment of North Central Province English Teachers and their Task and Contextual Performance  <b>UWMR Sampath Kappagoda</b> .....</p>	21
<p>Managers’ Emotional Intelligence and its impact on Non - Managerial Employees’ Job Satisfaction in the Banking Sector in Sri Lanka  <b>UWMR Sampath Kappagoda</b> .....</p>	22
<p>Job Satisfaction and Its Impact on Task and Contextual Performance in the Banking Sector in Sri Lanka  <b>UWMR Sampath Kappagoda</b> .....</p>	23
<p>Information Technology Change and Employees’ Attitude: An Empirical Examination in Small &amp; Medium Scale Industries (SMI) in Ampara District.  <b>MAC Salfiya Ummah</b> .....</p>	24
<p>Contribution of Vocational Training Institutions on Postwar Development of Northern Region in Sri Lanka  <b>Thevaranchany Sivaskaran</b> .....</p>	25
<p>Economic Development in Post-War Sri Lanka - Management Challenges and Rewarding Tasks  <b>A Mahadevan, S.Sakthivel CA and P Sivakumar</b>.....</p>	26
<p>Influence of Personal Demographic Variable on Conflict Management Styles: A Study on Bank Employees in Jaffna Peninsula  <b>S Sivesan</b> .....</p>	27
<p>The Effect of Information System Resources and Information System Capability of Organization in Post War Sri Lankan Context  <b>A Haleem</b>.....</p>	28
<p>Indicators of Family Decision Making Responsibility in Purchasing Insurance  <b>Weedige S Sanjeewa</b> .....</p>	29

Evaluation of Factors Affected for Buying Micro Insurance A case Study on Micro Insurance in Sri Lanka <i>DGL Rasika</i> .....	30
Service Quality & Customer Satisfaction: An Empirical Study of Code Division Multiple Access (CDMA) Mobile Phones Services under the Post War Situation in Trincomalee, Sri Lanka <i>Jayarajah Anton Nimallesh and Kaldeen Mohamed Mubarak</i> .....	31
Dynamic Behaviour of Red Onion Prices in Jaffna District <i>S Sivarajasingham and AMM Mustafa</i> .....	32
An Empirical Analysis of Stochastic Behavior of Sri Lankan Exchange Rate <i>S Sivarajasingham and AMM Mustafa</i> .....	33
Linguistic Discriminations Which Hamper the Country Development: With Special Reference to Male Dominancy in Noun Patterns of Sinhalese and English Language <i>UP Gamage</i> .....	34
English Language infrastructural Development: An Analysis of Kraradiyanaru G.N. Division, Batticaloa District, Sri Lanka <i>Veronica Minnoli Nandakumar</i> .....	35
The Culture of the Sri Lankan Tamil Women and the Law Environment <i>Sharminie Sribreindren</i> .....	36
Ability of Identity of Musical Pitch of the Human Brain <i>S Darshanan</i> .....	37
யுத்தத்திற்குப்பின்னரான அம்பாறை மாவட்டக் கவிதைகள்- ஓர் ஆய்வு <i>Saadhiya Fowzer and Sameena</i> .....	38
“Challenges and Issues of Contemporary Sri Lankan Muslim Education with Special Reference to Amparai District Muslim Education.” <i>MSM Jalaldeen</i> .....	39
“Islamic Revivalism in contemporary Sri Lanka with special reference to Amparai Disrict” <i>MSM Jalaldeen</i> .....	40

The Use of Literature in English Language Teaching <i>Veeramankai Stalina Yoharatnam</i> .....	41
Influence of Gender and Locality on Achievement in Physics among Matriculation Students of Krishnagiri District of Tamil Nadu <i>S Shanthi and K Anandan</i> .....	42
Resource Assessment for Environmental Health Management A geospatial study of Noyyal River Basin in Tamil Nadu <i>G.Bhaskaran and P.Ravikukmar</i> .....	43
Extracting Determinants of Solid Waste Generation in Urban Areas of Sri Lanka <i>Chamali Hewawasam and Gayani Ranasighe</i> .....	44
Environmental Laws its Impact on Ensure Good Governance <i>LRI De Silva and Prasangi Chathurika Gamage</i> .....	45
Production of Fish Pickle from Abundantly Available Popular Batticaloa Lagoon Fishes <i>A. Kavithanyali, K. Premakumar, and K. Ananthapriya</i> .....	46
Case Study on Post - Tsunami Issues and Opportunities for Development in Eastern Coastal Region <i>MH Mohamed Rinos</i> .....	47
Traditional Ecological Knowledge for Natural Resource Management and Sustainable Development in Indian Context <i>Suprava Patnaik</i> .....	48
A Preliminary Assessment of the Economic Impact of Conservation of Knuckles Range of Forest on Rural Communities in the Vicinity <i>TWMTW Bandara and T Vasantha Kumaran</i> .....	49
Solid Waste Management in Chennai City <i>Sujatha P and Janardhanam PVS</i> .....	50
Variability of Rainfall Distribution in Cuddalore District, Tamil Nadu <i>D Thulasimala and Tilak Boundra</i> .....	51

Simplification of Parcel Mapping Process and its Application: Geographical Information System based Approach <i>Sivasankar Soundaraj, Balamurugan Venkatesan, Perumal Chinnusamy, Gururaj Govindarajulu, Glenn Kronschnabl</i> .....	52
Mapping of Tsunami Impact Zone along Tamil Nadu Coast Using GIS and Remote Sensing <i>Manickavaskan V</i> .....	53
Productive Performance of Tomato ( <i>Lycopersicon Esculentum</i> Mill.) Treated With Coir Pith Based Compost <i>S Lavanya, N Vijitha, and S Mahendran</i> .....	54
Performance of Mahintha Chinthan's Dairy Village Cattle Breeds Compare to Local Cattle Breeds in Batticaloa District <i>N Asoomath and MM Mahusoon</i> .....	55
Fungal Association in Water Treated Seeds of Chilli ( <i>Capsicum Annum</i> L.) Cv. PC-1 <i>M Bavatharani and V Arulnandhy</i> .....	56
Occurrence of Natural and Foliar-Fed Essential Micro-Nutrients [Cu, Fe, Mn, Zn] in Sri Lankan Tea <i>MSM Safras, DC Abeysinghe and AKN Zoysa</i> .....	57
Role of Mobile Technology in Education <i>K Anandan and BV Gopal</i> .....	58
Characteristics of Nutrient and Sediment Loads in a Lowland River System on the East Coast of Sri Lanka <i>MF Nawas and B Cole</i> .....	59
Effect of Different Type, Rate of Fertilizers and Time of Sampling on Soil Nitrogen Content and Nitrogen Uptake by Onion Crop Grown In Sandy Regosols <i>P Premanandarajah and SL Jumana Haseen</i> .....	60
Effects of Natural and Inorganic Management Practices On the Soil Properties of Sandy Regosols during Yala Season in Batticaloa District <i>Lavany S and Sutharsan S</i> .....	61

Production and Evaluation of Cereal-Legume Based Infant Porridge Formulations <i>S Ragupriya and T Mahendran</i> .....	62
A Preliminary Study of the Effects of Olivil Harbor Construction on Marine Beach Seine Fish Catch Diversity and Length Frequency Distribution (Ampara District) <i>Santhanam V and Sujarajini V</i> .....	63
Detection of Antibacterial Activity of Karuncheerakam ( <i>Nigella Sativa</i> ) Oil against Gram Positive Cocci Isolated From Veterinary Clinical Specimens <i>MACM Sarjoon, KE Karunakaran and S Sathananthan</i> .....	64
Comparison of Yield and Growth Parameters of Five Different Tea [ <i>Camellia Sinensis</i> (L.) O. Kuntze] Cultivars in the Low-Country Intermediate Zone of Sri Lanka <i>MAD Indika and DC Abeysinghe</i> .....	65
Determination of the Best Variety and Maturity Stage of Ginger ( <i>Zingiber Officinale</i> ) For Processing of Ready to Serve (Rts) Drink <i>RKN Zumairah, K Premakumar and K Ananthapriya</i> .....	66
Surveillance of Chikungunya and its Impacts in the Sainthamaruthu MOH Division <i>AM Razmy</i> .....	67
Hypoglycemic Effect of <i>Murraya Koenegii</i> and <i>Gymnema Sylvestre</i> Leaves <i>S Anpuchelvy</i> .....	68
Effect of Pumping Duration on Irrigation Water Quality at Farmer's Field of Kaluthawalai Cosatal Village of Batticaloa District <i>M Sugirtharan, K.Sivakumar and S Amuthenie</i> .....	69
Ethical and Societal Challenges of Information Technology <i>Shailaja Haladandhi Matt</i> .....	70
Using Instructional Technology to Advance Educational Goals <i>Shashikala Math Sadashivaiah</i> .....	71

Use of Family Member Involvement for Boosting Family Income <i>C Kalpani Dissanayake</i> .....	72
A Study on the Establishment of Amana Investment Limited and Its Importance in Offering Shariah Compliant Products amidst Muslims in Sri Lanka <i>MH Mohamed Nairoos</i> .....	73
John Rawls: Theory of Justice and Communitarianism Criticisms <i>Jianzhang ZHOU and AL Mohamed Riyal</i> .....	74
Scheduled Caste Organisations and Their Development: An Experience from Karnataka (India) <i>Sindhe Jagannath R.</i> .....	75
Application of Spatial Technology for Planning and Implementation of Development Activities in Eastern and Northern Coastal Sectors of Sri Lanka <i>AK Wickramasooriya</i> .....	76
Jus Post Bellum: Economic Development of War Torn Areas as a Hegemonic Imposition of Justice on the Minority in Sri Lanka <i>Athulasiri Kumara Samarakoon</i> .....	77
A Study of the Timely Importance of Managing of Managing National Heritage Sites with a Focus on Post - War Sinhala - Tamil Reconciliation in Relation to the Holy Precincts of kataragama <i>KM Chaminda Bandara</i> .....	78
Youth – Inclusive Citizenship and Participation in Post-War Eastern Sri Lanka <i>Ragnhild Lund, Cathrine Brun, and Fazeeha Azmi</i> .....	79
Resettlement and Reintegration of IDPs in Post-War Sri Lanka A Case Study of a Village in Batticaloa <i>MM Fazil</i> .....	80
Women representation in News Production: Analysis of News Room Diversity and Decision Making Process in Sri Lankan Press <i>MIM Shadath and Azman Azwan Azmawati</i> .....	81

Influence of Depression and Anxiety on Psychological Well-Being of People Affected By War <i>S Thevamugunthan and V Vithya</i> .....	82
The Causal Relationship between Export and Economic Growth for Sri Lanka <i>K Suresh and J Suresh</i> .....	83
களப்பயிர்ச்செய்கையாளர்கள் எதிர்நோக்குகின்ற உற்பத்தி, சந்தைப்படுத்தல் தொடர்பான பிரச்சினைகளும் தீர்வுகளும் <i>ஜெ கரேஷ் , வே ஜெயாஷினி</i> .....	84
Resettlement: Are the Victims Really Resettled? - A Study of Resettlement Pattern in Swiss Village in Batticaloa District Sri Lanka <i>Jeevaretnam Kennedy</i> .....	85
Improving Non-Cognitive Skills of Learners: A Priority in Post War School Contexts <i>Manjula Vithanapathirana</i> .....	86
Role of Social Networks in Paddy Farming Communities on the Formation of Ethnic Occupational Niches: An Empirical Investigation Based on the Ampara District <i>AKM Maqwool, JMM Udugama and UK Jayasinghe-Mudalige</i> .....	87
Determinants of Teenage Pregnancy in Urban Low Income Neighborhoods in Colombo Municipal Council Area <i>Purnima Perera and Kalinga Tudor Silva</i> .....	88
Development through Welfare Policies for Physically Challenged: An Indian Experience <i>P Ramanna</i> .....	89
Women Empowerment through Microcredit on Poverty Alleviation, Self Employment and Health Nutrition <i>Rathiranee Yogendrarajah</i> .....	90
The Effect of Game as Strategy of Learning for Development of Awareness and Attitude towards Climate Change and Sustainable Future <i>Sabita Prava Patnaik</i> .....	91



Rethinking Max Horkheimer in the Context of Post-war Jaffna <i>N Sivakaran</i> .....	92
Sheltering the Unsheltered: A 'Post-Tsunami' Situation Analysis of Housing in Maruthamunai, Ampara District <i>M Mohamed Zameem and P Sivarajah</i> .....	93
Present Status and Development of Unnichchai Irrigation Command Area of Batticaloa <i>MFM Janif and M Sugirtharan</i> .....	94
Does Worker Alcohol Addiction Directly Influence the Productivity of Tea Plantation Workers of Sri Lanka? <i>PADND Periyapperuma and AMTP Athauda</i> .....	95
Political Participation of Women in Panchayatraj Institutions (PRIs) for Development: An Analysis of Democratic Decentralization in Karnataka <i>Veenadevi</i> .....	96
Foreign Trade and Foreign Direct Investment as Tools of Economic Growth in Post War Sri Lanka <i>NP Ravindra Deyshappriya</i> .....	97
Managing Ethnic Diversity in Post Conflict Societies – Needs and Challenges in Post Conflict Sri Lanka <i>V Gunaretnam and KM Prahasan</i> .....	98
Where Sri Lanka Stands on Poverty Alleviation: The Case of Samurdhi Programme <i>N Ravinthirakumaran and M Kesavarajah</i> .....	99
அபிவிருத்திச் செயற்பாடுகளில் பல்லின உயிரினத் தன்மைகளின் பாதுகாப்பு பற்றி யுத்தத்திற்குப் பின்னரான ஒரு நோக்கு - கள ஆய்வு ஒலுவில் பிரதேசம் <i>எம். ஐ. எம். கலீல், வீ. மாதா கரேஷ்</i> .....	100
Influence of Cultural Ethos on Portfolio Writing: Reflection among Faculty and Students <i>K Chellamani</i> .....	101
Post War Development in Agriculture Sector in Ampara District <i>SM Ahamed Lebbe</i> .....	102

Reflections on Theories of Social Exclusion And Inequality: A Case from India <i>Sreekala Edannur</i> .....	103
Study of Defense Expenditure on Economic Growth in Sri Lanka <i>Jesmy Azeez</i> .....	104
Socio – Economic Problems Faced by Women Headed Family in Resettled People of Karainagar <i>S Srikanthan</i> .....	105
ஏறாவுர்ப்பற்று பிரதேச செயலகப் பிரிவினாள்ள மாவடிவேம்பு – 02 மக்களின் வாழ்வாதார அபிவிருத்தி தொடர்பான ஆய்வு <i>சாமித்தம்பி சந்திரகுமார்</i> .....	106
போருக்குப் பின்பான இலங்கையின் பொருளாதார அபிவிருத்தியில் இலங்கை சீன உறவு: ஒரு நோக்கு <i>கே ர் .கணேசலிங்கம்</i> .....	107
Post War Economic Development through Sustainability Development <i>VR Palanivelu, R Arockia Mary and T Arvinda</i> .....	108
Demand for State Lotteries in Post War Period. A Case Study from Ampara District in Sri Lanka <i>KAWPV Perera and AAM Mustafa</i> .....	109
Sustainable Land Use Planning In Post War Areas Using Geo-Informatics as Tools <i>M Sakthivel, Y Nithyanandam, PK Senthilkumari, R Sobana Leena, J Priyadharshini</i> .....	110
Sustainable Urban Social and Economic Development through Application of Information Technology and Municipal Organizational Governance and Management <i>Abdul Razak Mohamed</i> .....	111
Health Seeking Behavior of People in Western and Ayurvedic Medicines: A Comparative Study in Nintavur Divisional Secretariat <i>M Riswan</i> .....	112

Political Participation of Women: With Special Reference to the Pottuvil Divisional Secretariat Area <i>M Riswan</i> .....	113
Demarcation of Groundwater Potential Region Using GIS Techniques: A Case Study in Nintavur DSD <i>ILM Zahir and MIM Kaleel</i> .....	114
A Vision for Technology in Education: Learning in The 21st Century <i>Noorjehan N Ganihar</i> .....	115
Role of Desert in Rural Instability and Sustainability: Case Study of Qhab Rustaq (Iran) <i>Abbas Arghan, Iraj Eskandaraian and S Arun Das S</i> .....	116
Investigation of Spatial Distribution and Optimal Site Selection of Fire Station in Iran- A Case Study of Tehran Township Using GIS (AHP Model) <i>Lotfali Kozegar Kaleji</i> .....	117
Impact of Effective Performance Appraisal System on Employees' Commitment (With Special Reference to Employees in People's Bank and Bank of Ceylon) <i>MAM Hussain Ali and NM Fasmy</i> .....	118
A Case Study of Association between Diabetic and Job Stress <i>ACM Nafrees and AM Razmy</i> .....	119
The Impact of Samurthi Program in Ethnic Violated Areas: A Special Analysis Focusing on Sammanthurai Zone 'D' <i>A Mohamed Nisar</i> .....	120
Male Participation in Family Planning <i>ALF Rahman and AM Razmy</i> .....	121
Recent Benthic Ostracoda in the Mullipallam Creek, Near Muthupet, Tamil Nadu, India <i>SM Hussain, A Kalaiyarasi1 and SP Mohan</i> .....	122
An Analysis on the Consumers' Adoption of Online Banking in Sri Lanka <i>MB Mohamed Irshad</i> .....	123

மனிதநேய விழுமியங்களைப் பாடசாலை மாணவர்களிடையே பேணி வளர்த்தல் (கிளிநொச்சிப் பிரதேசத்தை அடிப்படையாகக் கொண்ட ஆய்வு) <i>அனுஷ்யா சத்தியசீலன</i> ,.....	124
போருக்குப் பிந்திய அஸ்ரப் நகரில் பெண்களின் பொருளாதார செயற்பாடுகள் <i>எஸ். எம். அய்யூப் எம். நிஸ்வான்</i> .....	125
The Role of Corporate Social Responsibility in Enhancing Brand Equity; the Post-War Scenario <i>MB Mohamed Irshad and MI Muhammed Rizard</i> .....	126
Attitudinal Change of Japanese and Their Post-War Economic Development <i>P Karthikeyan and L Manivannan</i> .....	127
Ecology of Benthic Ostracoda From off Rameswaram, Southeast Coast of India <i>SGD Sridhar, VKumar, SM Hussain, K Baskar and G Kanagaraj</i> ....	128
Democratisation and Good Governance in Sri Lanka: A Case Study of Eastern Province <i>MA Mohamed Fowsar</i> .....	129
Women Entrepreneurship – Issues and Remedies Study on Muslim Women in Ampara District <i>KMM Faleel Haque</i> .....	130
நிலவளப்பாதுகாப்பும் முரண்பாடற்ற சமுதாயமும் - அம்பாறை மாவட்ட அனுபவங்கள் <i>KMM Faleel Haque</i> .....	131
Integrating Computerised Multimedia Strategies in Teaching of Social Sciences <i>Girija N Srinivasalu</i> .....	132
Influence of Abiotic Factors on Biotic Components of the Batticaloa Lagoon (2008 – 2009) <i>JM Harris and P Vinobaba</i> .....	133

Urease Inhibitory Active Compound from Marine Endophytic Fungus <i>Aspergillus Terreus</i> <i>M H Haroon, MI Choudhry and HRW Dharmaratne</i> .....	134
Study on Tourism Industry and Infrastructure Development in the Post-war Peace-Building Initiatives in Ampara District <i>SM Ahamed Lebbe and K Jothi Sivagnanam</i> .....	135
Study of Urban Sprawl for Patna City Using Remote Sensing & GIS <i>Indhira Gandhi S, Madha Suresh V and Stalin M</i> .....	136
Role of Gama Neguma Programme in Rural Development: A Study of Navithanveli Divisional Secretariat Area of Ampara District <i>MA Jabbar and MAM Fowsar</i> .....	137
இலங்கைப் பல்கலைக் கழகங்களின் முஸ்லிம் மாணவர்களிடையே சமூகப் பொறுப்புணர்வும் ஈடுபாடும் <i>SMM Mazahir</i> .....	138
அறபு – தமிழ் எழுத்துப்பெயர்ப்பு ( Arabic – Tamil Transliteration) <i>SMM Mazahir</i> .....	139
Physico-Chemical and Sensory Properties of Cassava Flour Biscuits Supplemented With Mango Flour <i>SE Nilugin S Mahendran</i> .....	140
Post War Prospects of Sri Lankan Tourism <i>Kaldeen Mohamed Mubarak</i> .....	141
A Study on Counting Patterns in Preschool Children (4-5 Years Old) <i>DMW Munasinghe, P Senevirathna and T Mukunthan</i> .....	142
Lord Buddha's Philosophy and Development of the Society <i>HT Pote</i> .....	143
“ குடும்ப அமைப்பைத் தோற்றுவிப்பதில் காழி நீதி மன்றத்தின் பங்களிப்பு: கல்முனை மாநகர சபைக்குட்பட்ட நீதிமன்றங்கள் குறித்த ஆய்வு” <i>எஸ்.எம்.எம். மஸாஹிர், எஸ். எம். அய்யூப்</i> .....	144

The Political Geography of Ampara District of Sri Lanka: A Comparative Study of Pre and Post-War Scenario <i>MIM Kaleel and A Sarjoon</i> .....	145
The Muslim Politics of Sri Lanka – From Bargaining Politics to Surviving Politics: A Critical Analysis <i>A Sarjoon</i> .....	146
Environmental Impact Assessment of Wetland Ecosystem in India <i>Madha Suresh V</i> .....	147
Integrated Curriculum for Environment Sustainability <i>C Jangaiah</i> .....	148
GIS Analysis of Pedestrian Problem and Spatial Risk Areas for Each Buffer Zone in Urban Cities – A Case Study of Madurai City in Tamilnadu, India <i>V Saravanabavan</i> .....	149
Democratic Decentralisation & Development: A Perspective from the State of Karnataka <i>G Sreeramulu</i> .....	150
Comparison of Consumer Preference on Meat from Broiler and Village Chicken and Processed Chicken Meat Products in Batticaloa District of Sri Lanka <i>Subalini E, Banureka R, Umadevi T and David LS</i> .....	151
Perception of Teachers towards Total Quality Management (TQM) In Teacher Education Institutions <i>G Subramonian</i> .....	152
Post War Economic Growth through Information Technology <i>S Susila and Senthil Velmurugan</i> .....	153
யுத்தத்திற்குப் பின்னரான சூழ்நிலையில் இனங்களுக்கிடையிலான மனோநிலைகள் ஓர் உள்வியல் பார்வை: விசேட ஆய்வு கல்முனை மாநகரம் <i>ILM Mahir and SMH Jamali</i> .....	154

உறுகாமம் முஸ்லிம் மக்களின் மீள்குடியேற்றமும் யுத்தத்திற்குப் பின்னரான உடனடி உதவிகளும் மாற்றங்களும் <i>ILM Mahir and SMH Jamali</i> .....	155
இலங்கையில் யுத்தத்திற்குப் பின்னர் முஸ்லிம்களின் கருத்துநிலை ஊடகச் செய்திகளின் அடிப்படையிலான விசேட ஆய்வு <i>MAM Ramees</i> .....	156
இஸ்லாமிய நிதியியல் துறை - போருக்குப் பின்னர் ஏற்பட்டு வரும் மாற்றங்கள் (அம்பாறை மாவட்டத்தை மையப்படுத்திய ஆய்வு) <i>SI Nimsith, RA Sarjoon and SMM Mazahir</i> .....	157
Challenges in Slum Up-Gradation: Need Innovative Approaches <i>Adesh Chaturvedi and Padmashree Urs MK</i> .....	158
போருக்குப் பின்னரான அபிவிருத்தியும் 'மொழி' அதற்கு ஆற்றும் பங்களிப்பும் (ஈழத்துச் சூழலை மையமாகக் கொண்டவொரு பார்வை) <i>அ ப முகம்மது அவ்ரஃம்</i> .....	159
Developing Economy in Rural Sri Lanka: An SME Approach <i>Chaitanya Kumar MV and Prabhanjan DG</i> .....	160
Project Based Learning in ICT Transaction and Teachers' Preparation <i>K V Gopal, GR Prakash, G Viswanathappa, Nadeemulla Sheriff</i> .....	161
Net Gen: Learning Pedagogies and Competencies on Information Literacy <i>MM Mashroofa</i> .....	162
இலக்கியங்கள் ஊடாக வெளிப்படும் யுத்தத்துக்குப் பிந்திய மன உணர்வுகள் <i>க இரகுபரன்</i> .....	163
Translation Practices and the Nation Development (A critical study Based on Sri Lanka) <i>A F. Mohamed Ashraff</i> .....	164
Contribution of Shakath on Poverly Reduction: An Emperical Study of Role of Shakath Foundation in Maruthamunai <i>AAM Nufile</i> .....	165

Consumer Behaviour on Life Insurance Policy: – A Special Study to Kinniya Muslim Society <i>AAM Nufile and MF Rinos</i> .....	166
Tourism in After the Terrorism in Sri-Lanka <i>MBM Amjath</i> .....	167
Rebuilding Deep Ethnic Co-Herence in the Post – Conflict Situation, A Case Study <i>Anuzsiya S</i> .....	168
வாகரைப்பிரதேச மக்களின் யுத்தத்திற்கு பின்னரான மூன்று தசாப்த கால இடப்பெயர்வுகளும் வாழ்வாதார மாற்றங்களும் எதிர்கொள்ளும் சவால்களும் <i>ம.வாணகுலசிங்கம்</i> .....	169
Movement of Banking Sector and Its Impact on Entrepreneurial Development: A Case Study of Jaffna District Srilanka <i>Thevaranchany Sivaskaran</i> .....	170
From Blood Zone to School Zone An Analysis of Educational Industry Restructuring Requirement after War-Ridden Decades <i>S Kumaraperumal and B Rajasekaran</i> .....	171
மீள்குடியேற்றப் பிரதேசங்களில் சமூகப்பிரச்சினைகள் ஏற்படுத்திவரும் தாக்கங்களும் சமூக மூலதனத்தின் இருப்பும் <i>Minnathul Suheera Safeek</i> .....	172
Role of the Eastern Provincial Council in Regional Development: Challenges and Prospects <i>MT Asmeer</i> .....	173
Performance Appraisal of Central Bank of Srilanka Post War in Srilanka <i>E Gnanasekaran and Anbalagan</i> .....	174
மர ஆலைத் தொழிலாளர்களின் வேலைச் சூழலும் நலன்களும் - அக்கரைப்பற்று பிரதேச சபையை மையப்படுத்திய ஒரு கள ஆய்வு <i>கே. எம். எம். பனில் ஹக்</i> .....	175
Sustainable Youth Let Action Plans for Sri Lankan Youth Unemployment Issue <i>Aboobucker Ilmudeen</i> .....	176



<b>Affect of Multicollinearity in Unbiased Regression Models</b> <b><i>Aboobacker Jahufer</i></b> .....	177
<b>Analyzing the Performance Variation between Competitive and Non-Competitive Examinations among Grade 5 Students</b> <b><i>MA Mohamed Riyas and Aboobacker Jahufer</i></b> .....	178
<b>கடல் நீர் மீன்பிடிக்கைத்தொழில் எதிர்நோக்கும் சவால்கள் - கள ஆய்வு அம்பாறை மாவட்டம்</b> <b><i>Jesmy Azeez and SM Ahamed Lebbe</i></b> .....	179
<b>Application of Geographical Information System in Understanding the Accessibility and Utilization Primary Health Centres: A District Level Study of Rural India</b> <b><i>Rolee Kanchan and Tathagata Ghosh</i></b> .....	180
<b>Management of Drought Crisis in Semnan Province</b> <b><i>S Arun Das and Iraj Eskandarian and Abbas Arghan</i></b> .....	181
<b>Analysis of Heavy Rains and Flood Havoc caused by Low Pressure System in Northern Karnataka, India</b> <b><i>Ashok Hanjagi</i></b> .....	182
<b>Comparison of Water Quality at Juvenile and Adult Stages in Shrimp Farm at Bagan Tengkorak, Selangor, Malaysia</b> <b><i>Firuz BM and Nather Khan I</i></b> .....	183
<b>Multi-Criteria and Multi-Objectives based Land Use Planning in the Jaffna Peninsula, Sri Lanka</b> <b><i>K Suthakar</i></b> .....	184
<b>Level of English Language Proficiency among Rural and Urban based learners in Sri Lanka</b> <b><i>MAM Sameem</i></b> .....	185
<b>காடழிப்பினால் ஏற்படுகின்ற சூழலியல் தாக்கம் பற்றிய ஓர் ஆய்வு: கள ஆய்வு - அம்பாறை மாவட்டம்</b> <b><i>எஸ். றபீகா</i></b> .....	186
<b>Impacts of Post Tsunami Recovery on Infrastructure and Livelihood – A Case Study of Sainthamaruthu Coastal Area</b> <b><i>ML Fowzul Ameer</i></b> .....	187

யுத்தத்திற்குப் பின்னரான அபிவிருத்தியும் கடல் தின்னற் செயற்பாடுகளும் - அம்பாறை கரையோர வலயம் தொடர்பான கள ஆய்வு <i>எம். ஐ. எம். கலீல்</i> .....	188
<b>The Witch's Brew, the Fears Within and the Regional Security: Implications for India</b> <i>T. Vasantha Kumaran, * MIM Kaleel, N. Annammadevi, J. Nandhini, N. Anbazhahan</i> .....	189
<b>Web based Geo-information Systems: Case Study in Smmanthurai Divisional Secretary Division</b> <i>ILM. Zahir, Dr. MIM. Kaleel and SL. Abdul Majeed</i> .....	190
<b>இசை மருத்துவம் கிருபாசக்தி கருணா</b> .....	191
<b>இலங்கையில் மொத்த உள்நாட்டு உற்பத்தியில் வெளிநாட்டு நேரடி முதலீட்டின் தாக்கமும் யுத்தத்தின் பின்னர் அதனை கவர்வதற்கான சிபார்சுகளும்</b> <i>S Sivarajasingham and AMM Mustafa</i> .....	192
<b>Local Government and Good Governance in Sri Lanka: A Comparative Study of Batticaloa and Kalmunai Municipal Councils</b> <i>M Abdul Jabbar and AM Rifan</i> .....	193
<b>Introducing New Public Management Techniques in Public Sectors of Sri Lanka: Problems and Challenges A Case of Ampara District - Navithaveli Divisional Secretariat</b> <i>M Abdul Jabbar and MAM Fowsar</i> .....	194