

Management, Entrepreneurial Studies & Social Sciences - Session 1			
Date		27.09.2024	
Venue		Mini Auditorium - 3rd Floor of IT Building	
Session Chair		Prof. Bharathy Kennedy	
Session Co-Chair		Ms. P. Subathini	
Session Coordinator		Ms. G. Jathurika	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	
8.50 AM - 9.05 AM	MES01	Influence of Corporate Social Responsibility Practises on Building Customer Loyalty in the Banking Sector, with special reference to the People's Bank in Uva province of Sri Lanka	Madushani R.K.R.N
9.05 AM - 9.20 AM	MES02	The impact of audit quality on earnings management: A study of S&P Sri Lanka's top 20 companies on the Colombo Stock Exchange	D. Ruwan Lakjeewa, M.A. Fathima Sheeba
9.20 AM - 9.35 AM	MES03	An empirical analysis of twin deficit hypothesis and reverse causality: a case study of Sri Lanka	Shiyalini K
9.35 AM - 9.50 AM	MES04	Attire as a sign system: exploring the symbolism of costumes depicted in low country temples	R.M.T.D.K. Rathnayaka
9.50 AM - 10.05 AM	MES05	Assessing work-life balance of female sub warden in university sector	S.Usharanjini
10.05 AM - 10.20 AM	MES07	Revitalizing Tourism in Sri Lanka Post-COVID-19: A Qualitative Exploration of Marketing Strategies	ALMA.Shameem and S. Sivesan
Management, Entrepreneurial Studies & Social Sciences - Session 2			
Date		27.09.2024	
Venue		Mini Auditorium - 3rd Floor of IT Building	
Session Chair		Prof. Bharathy Kennedy	
Session Co-Chair		Ms. P. Subathini	
Session Coordinator		Ms. G. Jathurika	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors

11.00 AM - 11.15 AM	MES08	The moderating effect of demographic factors on financial management practices and business performance of SMEs in Sri Lanka	Logeswary Sooriyakumaran
11.15 AM - 11.30 AM	MES09	Spatial pattern of the formation of female-headed households (FHHs) in Batticaloa District, Sri Lanka: status and driving forces	S.Vasanthakumary and S.Sindhuja
11.30 AM - 11.45 AM	MES10	Determinants of Employee Job Satisfaction - Business Process Outsourcing Organizations in Sri Lanka	Francke J.H.
11.45 AM - 12.00 PM	MES11	Assessment of Investment opportunities in Ayurveda	M. Niranjana, Malini Muraleetharan and T Sarvananthan
12.00 PM- 12.15 PM	MES12	The rise of e-books and audiobooks: redefining public library collections and services in the digital age	KPGI Karunanayaka, WPIM Warnasooriya
12.15 PM - 12.30 PM	MES13	Determinants influencing investment decisions among Generation Y investors: The moderating role of gender	Delima, V.J. and Delima, L

Management, Entrepreneurial Studies & Social Sciences - Session 3

Date	27.09.2024
Venue	Mini Auditorium - 3rd Floor of IT Building
Session Chair	Prof. Bharathy Kennedy
Session Co-Chair	Ms. P. Subathini
Session Coordinator	Ms. G. Jathurika
Zoom Link	

Time	Abstract ID	Title	Author/ Authors
2.00 PM - 2.15 PM	MES 14	Exploring the Relationship of Augmented Reality Characteristics on Consumer Adoption Intention in Cosmetic Industry in Sri Lanka	Ranathunga H G C K
2.15 PM - 2.30 PM	MES 16	Challenges and Issues of women entrepreneurs: A Study of women entrepreneurs in Vavunya District.	Sivanenthira, S. and Pushpanathan, A
2.30 PM - 2.45 PM	MES17	Predictors of career development in the employees of finance sector	Rasika.S & Piraveena.T
2.45 PM - 3.00 PM	MES18	Organizational professionalism and its impacts on teachers: A case in the Paddiruppu education zone	Kaptheepan, P
3.00 PM - 3.15 PM	MES20	Entrepreneurship Education and Entrepreneurial Intentions among Engineering Undergraduates in State Universities in Sri Lanka	M.A.C. Salfiya Ummah
3.15 PM - 3.30 PM	MES21	Impact of Green Marketing Strategies on Business Performance in Hotel Industry	M. B. M. Ismail

Language, Literature, Linguistics, Cultural & Humour Studies - Session 1			
Date		27.09.2024	
Venue		Electronics Laboratory - Department of Physical Science - 2nd Floor of FAS Building	
Session Chair		Prof. Ankuran Dutta	
Session Co-Chair		Dr. Rohan Savarimuttu	
Session Coordinator		Mr. S. Rushanthan	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	
8.50 AM - 9.05 AM	LCH01	Unlocking linguistic potential: Effectiveness of an English Language Skills Development Programme at a state university in Sri Lanka	APLP Abesooriya, BLWK Balasooriya, HMIK Herath, JC Edirisinghe, JMM Udugama, KM Dissanayake
9.05 AM - 9.20 AM	LCH02	A Content Analysis of Textbook: Investigating the Environmental Literacy Skill in Sri Lankan Grade 6 Science Textbooks	V. Agalya and V. Vinoharan
9.20 AM - 9.35 AM	LCH03	"How sad, very very sad": A Discourse Analytical Reading with Humour	Wickramasinghe W.M.A.N., Supun M.K., Jayasundara N. S.
9.35 AM - 9.50 AM	LCH04	Impact of Hypermedia-based Literature Learning on Vocabulary Development: A Study on 'Higher National Diploma in English'	M.B.Nowzath, S.Umashankar
9.50 AM - 10.05 AM	LCH08	"An Exploration on the Efficacy of AI-generated Instructional Materials in Facilitating Spaced Reception for Enhanced Vocabulary Acquisition in Second Language Learning"	Sumangala.S
10.05 AM - 10.20 AM	LCH09	A comparative study on the effectiveness of Task-Based Language Teaching in fostering language fluency and acquisition	Hoorul Firthouz Z.
Language, Literature, Linguistics, Cultural & Humour Studies - Session 2			
Date		27.09.2024	
Venue		Electronics Laboratory - Department of Physical Science - 2nd Floor of FAS Building	
Session Chair		Prof. Ankuran Dutta	
Session Co-Chair		Dr. Niruba Jeyasundara	
Session Coordinator		Mr. S. Rushanthan	

Zoom Link			
Time	Abstract ID	Title	Author/ Authors
11.00 AM - 11.15 AM	LCH05	Masturbation in Atonal World: A Philosophical Humourist Analysis	Supun M.K., Kuruppu I.A., Savarimuttu J.S.R
11.15 AM - 11.30 AM	LCH06	The Importance of Water in Norman Maclean's A River Runs Through It: A Theological Reading	Perera A. K. M. D., Savarimuttu J. S. R.
11.30 AM - 11.45 AM	LCH11	An investigation into how sexuality is evoked in the novel	Kirinde Chandima Thero, Siyabalanduwe Suchiththa Thero
11.45 AM - 12.00 PM	LCH13	The effectiveness of Guided Writing Technique in teaching argumentative writing with special reference to Higher National Diploma in English students of ATI, Jaffna	S.Sivasankar, T.Abirame
12.00 PM- 12.15 PM	LCH14	Improving the writing ability of grade 11 students of Kn/Kilinochchi Central College	P.Mahishija
12.15 PM - 12.30 PM	LCH16	Exploring determinants for repetitive selection of the same students in English Language and Drama Competitions in Jaffna zone	A.Sivakugan

Language, Literature, Linguistics, Cultural & Humour Studies - Session 3

Date	27.09.2024
Venue	Electronics Laboratory - Department of Physical Science - 2nd Floor of FAS Building
Session Chair	Prof. Ankuran Dutta
Session Co-Chair	Dr. Niruba Jeyasundara
Session Coordinator	Mr. S. Rushanthan
Zoom Link	

Time	Abstract ID	Title	Author/ Authors
2.00 PM - 2.15 PM	LCH18	Navigating the Global Hospitality Landscape: Advanced Insights into English Language Proficiency and Its Influence on Career Trajectories and Professional Mobility among Future Industry Leaders	S.K.L.J.Ramanayaka
2.15 PM - 2.30 PM	LCH19	Fort Design and Techniques of the Batticaloa Dutch Fort	N. Barath
2.30 PM - 2.45 PM	LCH20	Early childhood teachers' sustainability in the classroom activities of the young learners.	B. Soba

Computational & Artificial Intelligence			
Date		27.09.2024	
Venue		Lecture Hall 1 - Department of Computer Science - 1st Floor of FAS Building	
Session Chair		Prof. Roshan Ragel	
Session Co-Chair		Mr. S. Sotheeswaran	
Session Coordinator		Mr. A. Suthakaran	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	
8.50 AM - 9.05 AM	CAI01	Automatic Facial Makeup Detection	S Ligitha, K Tharmini
9.05 AM - 9.20 AM	CAI02	Augmented Reality and Virtual Reality in Education Sector	Narangamma B.P.K
9.20 AM - 9.35 AM	CAI03	An approach for predicting atmospheric carbon dioxide concentration: Application of Artificial Neural Network techniques	J.K.R.Fernando
9.35 AM - 9.50 AM	CAI04	Hybrid CNN-SVM model for face mask detector to protect from a seasonal allergy	Thevaka, S. and Suthesan, K.
9.50 AM - 10.05 AM	CAI08	Personalized Book Recommendation System Using Machine Learning Techniques.	R.M.D.M Rajapaksha, K. Disne, S. Thadchanamoorthy
10.05 AM - 10.20 AM	CAI10	Predictive modeling for early heart disease detection through machine learning	S. Weerakkodi, and N. E. Linosh
10.20 AM - 10.35 AM	CAI09	Comparative Study of Machine Learning Algorithms for Handwritten Digit Recognition	M. A. G. K. Muthunayaka, K. Disne, K. Khedika
Health & Allied Sciences			
Date		27.09.2024	
Venue		Lecture Hall 1 - Faculty of Siddha Medicine - 3rd Floor of FAS Building	
Session Chair		Prof. K. Arulanandem	
Session Co-Chair		Dr. N. Varnakulendran	
Session Coordinator		Dr. S. Shankeerna	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	

8.50 AM - 9.05 AM	HAS02	Comparison of wound healing activity of 5% and 10% Soodan (Camphor) ointments in Wistar albino rats	Vijayarajah Thanushiyan, Bamini Mithurendran
9.05 AM - 9.20 AM	HAS05	Health benefits of types of water according to ancient Ayurveda texts	C.S. De Silva, Y.S.G. Wimalasiri, M.D.P. Ishara
9.20 AM - 9.35 AM	HAS06	Microbial fibrinolytic enzymes in traditional Sri Lankan buffalo curd: A novel approach to thrombosis management	D.A.N.D. Daranagama, D.H.N.Devagiri
9.35 AM - 9.50 AM	HAS07	Comparison of body composition between long-term yoga exercisers and non-exercisers in Colombo District	Yogeswaran S, De Silva Welliange S, Arambepola C
9.50 AM - 10.05 AM	HAS09	Knowledge, Attitudes, and Practices Regarding Dengue Fever Among Residents of Konesapuri in the Kuchchaveli MOH Area: A Descriptive Study	Vithiyasini P, Akeel M R M, Sumaiya M S F, Piyarathne S H M C B, Krishnaruby R, and Mithurendhran B
10.05 AM - 10.20 AM	HAS08	Influence of yoga exercises on psychosocial well-being between yoga practitioners and non-yoga practitioners in Colombo District	Yogeswaran S, De Silva Welliange, Arambepola
10.20 AM - 10.35 AM	HAS11	Explore the selected risk factors of myopia among the children (age 6 – 13 years) in Konesapuri Trincomalee - cross-sectional study	S Muralithasan, P Loganathan, Z S Doole, G H W P Sampath, S A A S Gimhaniand B Mithurendran

Communication, Journalism & Media Studies - Session 1

Date	27.09.2024
Venue	Physics Laboratory - Department of Physical Science - 2nd Floor of FAS Building
Session Chair	Prof. Ranjan Hettiarachchi
Session Co-Chair	Dr. Pushpika Ganegoda
Session Coordinator	Mr. Joel Jairus
Zoom Link	

Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	
8.50 AM - 9.05 AM	CJM01	Assessing The Efficacy of Media Literacy Education Programs in Schools and Communities: Special Reference to Kuchchaweli Division Under the Trincomalee District	M.Divaincy Fernando, T.J. Sobika Danial
9.05 AM - 9.20 AM	CJM02	Effects of visual storytelling techniques on audience engagement in digital media: A study based on Batticaloa	D.Ahallya, M.Divaincy
9.20 AM - 9.35 AM	CJM04	Evolving portrayals: Unveiling the shifting trends in advertising	Poongulaly.S, Anutharsi.G

9.35 AM - 9.50 AM	CJM03	Exploring media literacy strategies for empowering marginalised communities in Sri Lanka: promoting life furtherance	D.Ahallya, M.Divaincy
9.50 AM - 10.05 AM	CJM05	A Study on the use of creative communication in comics in children's newspaper Sri Lanka	H.M.P. Kumari
10.05 AM - 10.20 AM	CJM06	The impact of User-Generated Content (UGC) on Brand Perception across different product categories	H.N Jayawickrama, W.M Piyumali

Communication, Journalism & Media Studies - Session 2

Date	27.09.2024
Venue	Physics Laboratory - Department of Physical Science - 2nd Floor of FAS Building
Session Chair	Prof. Ranjan Hettiarachchi
Session Co-Chair	Dr. Pushpika Ganegoda
Session Coordinator	Mr. Joel Jairus
Zoom Link	

Time	Abstract ID	Title & Authors	Author/ Authors
11.00 AM - 11.15 AM	CJM07	Semiotic analysis of trauma and loss representation in Purahanda Kaluwara (Death on a Full Moon Day, 1997) by Prasanna Vithanage	Boyagoda, E.W.M.S., Siriwardhana H.M.P.G.
11.15 AM - 11.30 AM	CJM08	Digital Networking for Career Success; Exploring the Benefits and Barriers of LinkedIn Utilization Among undergraduate students	Boyagoda, E.W.M.S., Samarawickrama, K.A.R.K., Upananda, M.G.C.L.
11.30 AM - 11.45 AM	CJM09	Representation of Transgender Community in Sri Lankan Cinema with Special Reference to Film "Maya" - A Content Analysis	Kuruppu I.A., Nasootha
11.45 AM - 12.00 PM	CJM10	Identifying the Creative Communication Strategies in Epic Movies in Sri Lanka – Special Reference to “Yashodara” Movie – A Content Analysis	Dananjana K.K.G.C.M

Climate Changes, Sustainability & Green Energy

Date	27.09.2024
Venue	Lecture Hall 1 - Faculty of Siddha Medicine - 3rd Floor of FAS Building
Session Chair	Prof. T. Mathiventhan
Session Co-Chair	Mr. S. Loheeswaran
Session Coordinator	Ms. K. Tharmini

Zoom Link			
Time	Abstract ID	Title	Author/ Authors
11.30 AM - 11.50 AM		Plenary Speech	
11.50 AM - 12.05 PM	CSG01	Impact of Agricultural Risks on Farmers' Climate Change Adaptation in Riverbed and Rainfed Areas of India	K. Sadasivam
12.05 PM - 12.20 PM	CSG05	Navigating environmental justice in renewable energy development: challenges and opportunities.	S.Selvakumar
12.20 PM - 12.35 PM	CSG 06	Assessment of sustainable approach for Waste management in Jaffna Town	J. Recopayam , S. Raveendran
Agriculture, Food Science & Technology			
Date		27.09.2024	
Venue		Lecture Hall 1 - Department of Computer Science - 1st Floor of FAS Building	
Session Chair		Dr. K. Premakumar	
Session Co-Chair		Prof. Niranjana Rodeny Fernando	
Session Coordinator		Ms. V. Thushyanthini	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
2.00 PM - 2.20 PM		Plenary Speech	
2.20 PM - 2.35 PM	AFT1	Solochrome Black T removal from aqueous solution using raw rice husk and rice husk biochar as a cost-effective adsorbent	P. Venujah , S.T.F. Sabrina and S. Arasaretnam
2.35 PM - 2.50 PM	AFT2	Exploring the potential of adoption of indigenous plants for promoting Agri-tourism in Sri Lanka	J.K.V.M. Jayasinghe, N.A.P.S.R. Nanayakkara, P.K.U Perera, R.P. Mahaliyanaarachchi
2.50 PM - 3.05 PM	AFT4	Performance and Prospects of Crop Production in India: Critical account of Selected Crops Over Seven Decades of Indian Experience	Kannan A
3.05 PM - 3.20 PM	AFT5	Infestation of different spices by Cigarette beetle <i>Lasioderma serricorne</i> (F.) (Coleoptera: Anobiidae)	W.M.S.S. Senevirathne, P.A.P.I. Premathilaka, W.C.P. Egodawatta and L.K.W. Wijayarathne
3.20 PM - 3.35 PM	AFT7	Development of Set Yoghurt in Combination with Gelatin and Glasswort (<i>Salicornia europaea</i>) Agar as Texturizers	Jasira, J, Nimalan Jeyagowri and Lakmini, G.W.A. S

Blue Literature, Blue Economics and Blue Commerce			
Date		27.09.2024	
Venue		Lecture Hall 3 - Department of Physical Science - 2nd Floor of FAS Building	
Session Chair		Dr. Surajit Das	
Session Co-Chair		Dr. Babu Rajendran	
Session Coordinator		Mrs. Vithurshan Kirusanthy	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
8.30 AM - 8.50 AM		Plenary Speech	
8.50 AM - 9.05 AM	BBB1	A study of Sri Lanka's potential in optimizing the economy to being a blue economic hub in the South Asian region.	T.M.I Sampath
9.05 AM - 9.20 AM	BBB2	The Spectrum of Blue in Sri Lankan Literary Cannon: with Special Reference to Nayomi Munaweera's Island of a Thousand Mirrors	Gunasinghe G.L.S., Supun M.K., Savarimuttu J.S.R
9.20 AM - 9.35 AM	BBB3	The traumatic experience of 21st century maritime tragedy: an archetypal reading of Sonali Deraniyagala's Wave	Fernando D.T.N, Dr. Savarimuttu J.S.R
9.35 AM - 9.50 AM	BBB4	Inclusiveness and Furtherance: A Blue Cultural Perception in Yann Martel's Life of Pie and Amitav Ghosh's The Hungry Tide	Isaac, Jasmine M
9.50 AM - 10.05 AM	BBB5	India's Blue Economy: Tracing its past, evaluating the present, and envisioning the future	Indra. T
10.05 AM - 10.20 AM	BBB6	Trend Analysis of Production, Consumption and Trade of Fish in India	Suthacini.V
Law, Policy & Reforms			
Date		27.09.2024	
Venue		Lecture Hall 1 - Faculty of Siddha Medicine - 3rd Floor of FAS Building	
Session Chair		Dr. Prathibha Mahanamahewa	
Session Co-Chair		Dr. N. Pushparajah	
Session Coordinator		Eng. R. Vinojan	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
2.00 PM - 2.20 PM		Plenary Speech	

2.20 PM - 2.35 PM	LPR1	Legitimization of inequality under the Legitimacy Act of Sri Lanka	M.M.A. Ahamed. M.Purathani
2.35 PM - 2.50 PM	LPR2	The Community participation in furtherance of the right to self determination in international law; an analysis of the Chagos Archipelago dispute	Ishara Kumudumalee Munasinghe
2.50 PM - 3.05 PM	LPR3	Unveiling LGBTIQ Community' Activism; Insights from the Gotagogama Protest for Advancing Social Justice and Rights.	N.C. Pathirana, I.U. Gunarathna
3.05 PM - 3.20 PM	LPR4	An analysis of the effectiveness of the preventive measures of indirect biodiversity loss in the Sri Lanka laws	R. J. F. Wickramaarachchi
3.20 PM - 3.35 PM	LPR5	The impact of technology on privacy rights: legal policy and reform perspectives	S.Selvakumar
3.35 PM - 3.50 PM	LPR 06	Redefining the Roles and Services of Local Government Institutions in Sri Lanka with Special Reference to Ratnapura Urban Council	H.D.Hasitha Jeewanthi ,D.M.Chandradas
Religion, Spirituality & Peace Studies			
Date		27.09.2024	
Venue		Lecture Hall 3 - Department of Physical Science - 2nd Floor of FAS Building	
Session Chair		Rev. Dr. Paul Robinson	
Session Co-Chair		Ms. Shaika Boyagoda	
Session Coordinator		Eng. S. Jeyaram	
Zoom Link			
Time	Abstract ID	Title	Author/ Authors
11.30 AM - 11.50 AM		Plenary Speech	
11.50 AM - 12.05 PM	RSP1	The Value of a Culture towards the Mental Therapeutic Techniques: An Approach from the Buddhist Perspective.	M.G.Nethmi Vithakshi
12.05 PM - 12.20 PM	RSP2	Harmonizing Bhikkuni Ordination Practices: Exploring Paths to Unity and Inclusivity in Theravada and Mahayana Buddhism	S.S. Hewawasam
12.20 PM - 12.35 PM	RSP3	Promoting spirituality and peace studies through guided meditation and visual arts	Seneheweera, L
12.35 PM - 12.50 PM	RSP4	Women's freedom and discrimination in Religious Teachings in South Asian Society: A Historical Exploration	H.M.N.M Ekanayaka