



# **The 4<sup>th</sup> International Research Conference on Management and Technology Innovations**

*Shaping Future : Strategies for Achieving Success*

**Institute of Human Resource Advancement  
University of Colombo Sri Lanka**





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*Shaping Future : Strategies for Achieving Success*

**November 24<sup>th</sup> 2023**

**Institute of Human Resource Advancement**

**University of Colombo  
Sri Lanka**

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## International Research Conference on Management and Technology Innovations (IRCMTI) 2023 Proceedings

The history of the Institute of Human Resource Advancement (IHRA), University of Colombo, spans nearly four decades, dating back to the establishment of its predecessor, the Institute of Workers Education (IWE), in 1975. Governed by Ordinance No.11 of 1979, later amended by Ordinance No. 01 of 2006, IHRA operates as an institute under the close scrutiny of the University of Colombo. As one of the oldest universities in the country, consistently ranked among the top 1000 globally, the University demands high standards and upholds the traditions inherent in higher learning institutions.

IRCMTI 2023 stands as a significant milestone in IHRA's journey towards research excellence. This conference, dedicated to the theme "Shaping the Future: Strategies for Achieving Success," seeks to disseminate research findings from IHRA, alongside contributions from local and international participants. It invites researchers, scientists, scholars, industrialists, professionals, and students to come together and share their novel findings and innovations in three thematic areas: 1. Business Management 2. Service Management 3. Social Science and Humanities.

It's important to note that these proceedings exclusively publish abstracts. Following a rigorous peer-review process, selected contributions are presented orally, contributing to the ongoing discourse on strategies for shaping a successful future through the integration of management, technology, and innovation. These proceedings capture the essence of IRCMTI 2023, documenting the collective efforts to explore and pave the way for advancements in management and technology innovations.

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## MESSAGE FROM DIRECTOR CONFERENCE CHAIR

### Professor Sagara Chandrasekara



Dear Esteemed Contributors and Scholars, It is with great pleasure to extend my greetings to all of you as we gather for the 4<sup>th</sup> International Research conference on Management and Technology Innovations, hosted by the Institute of Human Resource Advancement of the University of Colombo.

This conference marks an important juncture in landscape of management and technology innovations. In an era defined by unprecedented challenges and opportunities, it is utmost for scholars, researchers, and practitioners from across the globe to come together and share their insights, discoveries, and experiences. This conference provides a platform for us to collaborate, learn, and innovate, thus contributing to the advancement of both knowledge and practice in these critical fields. Our theme for this conference, "Shaping the Future through Management and Technology Innovations," reflects the dynamic nature of our disciplines. The interplay between management strategies and technological advancements has transformed the way businesses and organizations operate. It is our collective responsibility to investigate, analyze, and anticipate these shifts in order to lead organizations toward a prosperous and sustainable future.

The programme for this conference promises a rich array of discussions, presentations, and workshops that will delve into a wide range of topics, from digital transformation to leadership in the age of Artificial Intelligence, sustainable business models, and more. It is an excellent opportunity for us to learn from one another, to challenge our existing paradigms, and to formulate innovative solutions to the challenges. I would like to express my heartfelt gratitude to all the researchers, academics, and industry experts who have invested their time and energy into making this conference a reality. Your dedication to advancing the fields of management and technology innovation is greatly appreciated, and it is our hope that this conference will be important for new ideas, and collaborations. As we embark on this intellectual journey, I encourage all of you to actively participate, engage in meaningful discussions, and network with fellow participants. The success of this conference lies not only in the quality of research presented but also in the relationships and connections we create. Once again, welcome to the 4<sup>th</sup> International Research conference on Management and Technology Innovations. I am confident that your contributions will help to shape the future of these vital fields. Together, we will explore new horizons and lead the way towards a brighter and more innovative future.

Thank you, and I look forward to productive and enlightening discussions.

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## MESSAGE FROM CONFERENCE CO-CHAIR

### **Ms. Kamani Mathotaarachchi**

Senior Lecturer,  
Institute of Human Resource Advancement (IHRA)



As the Co-Chairperson of the 4<sup>th</sup> International Research Conference on Management and Technology Innovations (IRCMTI 2023), it is my distinct privilege to welcome you to this momentous event. Organized by the Institute of Human Resource Advancement at the University of Colombo, IRCMTI 2023 promises to be a dynamic platform for the exchange of cutting-edge research and innovative ideas.

The date, November 24, 2023, marks an important milestone in our academic calendar, where we congregate to explore a timely and indispensable research theme: "Shaping the Future; Strategies for Achieving Success." In a world characterized by rapid transformations and complex challenges, the pursuit of success is intricately linked to our ability to adapt, innovate, and anticipate. This theme is not just a topic for discussion but a call to action—a call to collectively shape the future we desire.

Our conference tracks span a spectrum of disciplines, encompassing business, service management, labor management for sustainability, social science and library science, science and technology, tourism and event management, as well as language and literature. This diverse array of tracks reflects our commitment to inclusivity, ensuring that researchers and scholars from various fields can collaborate, share insights, and enrich our collective understanding. It is important to note that both abstracts and full papers undergo a rigorous double-blind peer review process, ensuring the quality and integrity of the research presented. Full papers selected for presentation will find their place in our conference proceedings, contributing to the global repository of knowledge and serving as a valuable resource for scholars and practitioners alike.

IRCMTI 2023 offers a unique opportunity to engage with thought leaders, connect with peers, and foster collaborations that transcend geographical boundaries. It is a celebration of intellectual curiosity and a testament to our collective commitment to advancing research and innovation. I extend my heartfelt gratitude to the organizing committee, the reviewers, authors, and all participants who have worked tirelessly to make this event possible. Your dedication is the driving force behind the success of IRCMTI 2023.

I eagerly anticipate the thought-provoking discussions, the insightful presentations, and the invaluable connections that will be forged during our time together. Together, let us shape the future and pave the way for a more informed, innovative, and successful world.

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## THE KEYNOTE SPEAKER

### **Professor Vernon Cooray**

Professor of Electrical Engineering



Professor GV Cooray, born in 1951, began his academic journey at the University of Colombo in 1972, graduating with first-class honors in physics in 1975. He initially served as a temporary assistant lecturer and later as a probationary lecturer at the university. In 1978, he pursued postgraduate studies at the Institute of High Voltage Research, Uppsala University, Sweden, earning his PhD in Electricity with a focus on transients and discharges in 1982. He subsequently became an Associate Professor at the same institute and later joined as a full professor in 2000. Professor Cooray is a world-renowned scientist, renowned for his work in electromagnetic compatibility, electromagnetic wave propagation, lightning physics, lightning protection, and electrical discharges. His extensive body of work comprises over 350 peer-reviewed papers and seven books, earning him the Berger Award in 2012. His influence extends to education and research. He guided more than 30 PhD students globally and played a key role in establishing the atmospheric and lightning research group at the University of Colombo. In recognition of his contributions, Professor Cooray was awarded the Degree of Doctor of Science, honoris causa, by the University of Colombo in 2015. His leadership in developing research and education makes him a respected figure in both scientific and academic communities, and his commitment to fostering scientific and cultural ties with Sri Lanka remains unwavering.

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# Diversity and Inclusion in Modern Workplaces: Implementing Strategies and Overcoming Challenges

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Sri Lanka

The significance of human rights as a foundation for cultivating a work environment that respects employees' intrinsic worth ensures equal treatment in any workplace. The complex interplay between diversity and inclusion (D&I) in contemporary workplaces, the relevance of D&I in the modern corporate world and why some workplaces fail to promote D&I were explored in the study. The investigation also uncovered nuances within employment law, highlighting the legal frameworks that guide organizations in implementing D&I initiatives while safeguarding employees' rights to equal and equitable opportunities. The sample consisted of twenty-seven participants from several industries. Data were collected using an interview schedule and semi-structured interviews. Employing a content analysis on the collected research data, and based on the findings, this study underscores that implementation of D&I initiatives via robust HR practices yields favourable outcomes. The delicate balance between individual rights and the collective push for inclusivity was also reported. Ineffective implementation of D&I policies by workplaces is a prequel to fueling conflicts, decreasing motivation, increasing employee attrition, and reducing overall organizational performance. The study highlights the contemporary imperative for employers to prioritize workplace D&I. Such prioritization is not only relevant to the current landscape but is poised to show further in significance, given the increasing investments in D&I initiatives by companies. Research insight indicates that Sri Lankan workplaces can benefit from strategies that embrace the country's cultural diversity and strive to ensure equal and equitable opportunities for all employees. Overcoming challenges related to D&I requires concerted efforts and a commitment to fostering a truly inclusive work environment. Developing comprehensive D&I policies, implementing rights-conscious training programs for employees and employers, transparent conflict-resolution mechanisms and prioritizing diverse recruitment processes are recommended.

**Keywords:** *Conflicts, diversity, inclusion, rights, workplace.*

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# Impact of Emotional Intelligence of Teachers on Student's Performance

H. Vithanage<sup>1</sup>

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Emotional Intelligence (EI) refers to the capacity to recognize, understand, manage, and control emotions both within oneself and in interactions with others. Emotional Intelligence serves as a valuable tool for enhancing interpersonal connections, leadership effectiveness, communication skills, and the quality of decision-making in both one's personal and professional spheres. Significantly, Emotional Intelligence has emerged as a crucial factor in educational settings because of its influence on teachers and students. It encompasses a number of skills, including self-awareness, self-regulation, empathy, and interpersonal effectiveness. This research aimed to find out the relationship between teacher's emotional intelligence on student educational performance. This comprehensive study employs a mixed-methods approach and diverse sample of 20 teachers and 80 students (n=100) from various educational levels and backgrounds is surveyed. Their responses were analyzed to measure both teacher EI and student performance, attendance and classroom behavior. It is revealed a statistically significant positive correlation ( $r = 0.53$ ,  $p < 0.01$ ) between teachers' Emotional Intelligence scores and student academic performance. Similarly, it was also indicated a positive correlation ( $r = 0.29$ ,  $p < 0.05$ ) between teachers' emotional intelligence scores and student attendance percentages. The findings showed that as teachers' emotional intelligence increases, students tend to have higher academic achievements and improvement of students attendance and classroom behavior. This underscores the significant role of teacher EI in shaping the educational experience and offering valuable insights for educational practice.

**Keywords:** Education, Emotional Intelligence, Impact, Student Performance, Teacher

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# Causes of Occupational Health Risk Among Sanitary Workers of Anuradhapura Municipal Council

E.M.S. Ekanayake<sup>1</sup>, W.S.N. Siriwardhana<sup>2</sup>, W.L.M. Wijesinghe<sup>3</sup>

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In the contemporary milieu, occupational health issues have emerged as a salient concern within the purview of public health. Among the demographic cohorts most susceptible to these perils are sanitary workers. This study endeavours to scrutinize both the etiological underpinnings and the consequential manifestations of occupational health issues manifested by individuals in the sanitary workforce. Employing a mixed-methodological framework within an institutional context, a cohort of 115 sanitary workers was selected via a stochastic sampling method. Primary data was elicited through modalities including interviewer-administered questionnaires, case analyses, focus group dialogues, key informant consultations, and empirical observations. Qualitative data underwent sustained thematic scrutiny, whereas quantitative data underwent descriptive statistical analysis employing SPSS software. The findings evince that a noteworthy segment of sanitary workers within the ambit of the Anuradhapura Municipal Council were engrossed in tasks such as thoroughfare cleansing, maintenance of drainage conduits, sanitation of communal lavatories, and the collection of solid waste, endeavours inextricably linked with occupational health jeopardies. Notably, 61.8% of the sanitary workforce availed themselves of personal protective apparatus during their duties, whereas 38.2% abstained from doing so. Moreover, 51.3% of the sanitary workforce reported instances of occupational health maladies, encompassing cutaneous afflictions, respiratory complications, and sundry other health-related predicaments. Regrettably, instances of discriminatory practices targeting sanitary workers were discerned in conjunction with these issues. In summation, this investigation corroborates that a significant preponderance of sanitary workers grapples with infectious diseases, respiratory ailments, dermatological conditions, and occupational health issues. It is incumbent upon stakeholders to institute recurrent health pedagogical initiatives centered on the prophylaxis of such issues for this demographic.

**Keywords:** *Discrimination, Infectious diseases, Personal protective equipment, Respiratory ailments, Cutaneous conditions.*

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# Impact of Employee's Behavioural Pattern of Service Quality on Customer Satisfaction; Study of Government Health Care Institute.

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In the realm of healthcare service delivery, understanding how employee behavior shapes service quality and, in turn, influences customer satisfaction is a critical undertaking. This study examines the impact of employee behavioral patterns on service quality and customer satisfaction within a government healthcare institute in Sri Lanka. In a global shift towards a service-based economy, the service sector has grown significantly, making it crucial to understand the influence of employee behavior on customer satisfaction. Defining service quality is more complex than product quality, as it involves technical and functional aspects. This study employs the SERVQUAL instrument to assess the functional aspect of service quality provided by the subject institute. Employee behavior is a key factor in shaping the overall customer experience. Well-behaved employees contribute to higher team and individual performance and productivity, ultimately affecting customer satisfaction. Moreover, customer satisfaction is a highly subjective decision heavily influenced by customer expectations, whether related to products or services. It essentially reflects consumers' feelings and evaluations. An increase in customer complaints among healthcare workers in some outpatient departments suggests potential issues with service quality, which could lead to reduced customer satisfaction and retention. It's essential to determine whether these increased complaints about employee behavior negatively impact service quality. The study conducted descriptive regression analysis and distributed a closed-ended questionnaire to 270 patients from five clinics in the outpatient department of the subject institute. The research findings highlight that the behavioral patterns of reliability, empathy, tangibility, and assurance dimensions of service quality significantly influence customer satisfaction in the government healthcare institute. However, the behavioral pattern of the responsiveness dimension of service quality doesn't have a significant impact on customer satisfaction. Data analysis reveals that a significant portion of the surveyed customers were over fifty years old and had low to moderate income, which may limit the generalizability of the study's findings. Based on these findings, it's recommended to implement corrective measures to improve employee behavior, especially among junior staff. These measures could include clearly defining service standards relevant to their job descriptions, introducing continuous training and education sessions, and establishing key performance indicators to monitor development.

**Keywords:** *Conflicts, diversity, inclusion, rights, workplace.*

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# Impacts of Post-COVID-19 Situation on Local Tourist Travel Behavior in Sri Lanka

K.D. Nihal Hewage<sup>1</sup>, M.K. Nilakshi Pabasara<sup>2</sup>, S.K. Illangarathne<sup>3</sup>, S.K.N. Gamage<sup>4</sup>

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The impacts of COVID-19 have resulted in a significant contraction in both developed and developing economies. As travel restrictions and lockdowns persist, global travel patterns have undergone a considerable shift. Consequently, the tourism industry has been severely affected, leading to substantial changes in tourist arrival patterns. Even local tourists find themselves unable to engage in their usual travel experiences due to the heightened risk of infection associated with traveling. Governments have responded promptly by imposing restrictions, launching vaccination programs, and promoting preventive health measures, contributing to the gradual normalization of day-to-day activities. This study empirically investigates the post-COVID-19 impacts on local tourist travel behavior in Sri Lanka. The method employed a survey, with the researcher incorporating primary data gathered from an online survey of over 140 respondents. Four hypotheses were tested in this study: the post-COVID impact on Travel risk and perception, the post-COVID impact on Hygiene and safety, the post-COVID impact on Attitude and preference, and the post-COVID on Pristine travel conditions. The findings reveal that the impact of COVID had a negative effect on Travel risk and perception and a positive impact on overall hygiene practices within the tourism industry. While there was a negative shift in the attitudes of some local tourists due to concerns about health risks, there's also an opportunity for a positive impact. Additionally, the post-COVID-19 situation has led to reduced tourist traffic in many destinations. Moreover, the post-COVID situation has triggered an economic crisis, negatively affecting the tourism sector. Therefore, safety and low-cost travel behavior schemes are recommended to facilitate the recovery of the country's local tourism industry.

**Keywords:** *Post-COVID-19 Situation, Local Tourist Travel Behavior, Sri Lanka*

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# Impact of Centralized Procurement and Decentralized Procurement on Operational Efficiency of Super Market Chain in Sri Lanka

W.M.R. Bandara<sup>1</sup>, D.S.C.D.P. Gunasekara<sup>2</sup> and U.G. Rajapaksha<sup>3</sup>

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The supermarket chain is the dominant force in the country's fast-moving sales market, serving a wide cross-section of customers. The current challenge is to meet the increasingly demanding quality expectations set by various factors, as highlighted in the literature review. The main aim of the study is to see how far centralized and the components of decentralized procurement effect on business performance, in the light of cost, operational and customer efficiency. When a centralized procurement system is in place, the study reveals a consistent trend of cost reduction. This is primarily due to the benefits of centralized bulk purchasing, which allows for negotiations with suppliers, achieving economies of scale, and resulting in cost savings. However, centralized procurement doesn't prove as effective in enhancing operational and customer efficiency, which are equally important aspects of the business. On the other hand, a decentralized procurement system demonstrates strengths in improving operational efficiency and customer satisfaction. It allows for more localized decision-making and better responsiveness to local market demands, which can enhance the customer shopping experience. However, this approach is typically less effective in cost efficiency due to the potential fragmentation in procurement practices across different locations. The research, involving 230 operational managers chosen through random sampling, employs a structured questionnaire method for data collection. Data collection is done by structured questionnaire method. The data analysis phase utilizes various statistical techniques, such as univariate, bivariate, and multivariate analysis, to draw comprehensive conclusions. Centralized procurement is a strong driver of cost reduction and efficiency in cost management but may lag in terms of operational and customer performance. Decentralized procurement excels in enhancing operational efficiency and customer satisfaction but may not deliver the same cost-efficiency benefits. Among different types of decentralized procurement, direct and indirect decentralization demonstrate more significant influence on the operational and customer efficiency. The effectiveness of centralized procurement in cost efficiency can be attributed to its ability to leverage economies of scale and scope. These findings can guide the supermarket chain in optimizing its procurement strategies, balancing cost savings with operational efficiency and customer satisfaction, and ultimately enhancing its competitive position in the dynamic retail landscape.

**Keywords:** *Centralized Procurement, Customer Efficiency, Cost Efficiency, Decentralized Procurement, Operational Efficiency.*



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# Impact of Construction Procurement on Time Overrun of Building Construction in Government Construction Projects in Sri Lanka

T.L.De S. Munasinghe<sup>1</sup>, D.S.C.D.P. Gunasekara<sup>2</sup> and U.G. Rajapaksha<sup>3</sup>

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This paper examines the impact of construction procurement on time overruns in construction projects of the public sector in Sri Lanka. The study aims to understand factors contributing to project delays and address root causes for better planning and management. The findings can inform the development and improvement of construction procurement practices and policies, leading to more efficient resource allocation and better project outcomes. Effective project management practices, such as realistic schedules, stakeholder coordination, and robust contract management, are crucial to mitigate delays. The research contributes to the knowledge base in construction procurement and project management, contributing to continuous improvement in Sri Lanka and other regions facing similar challenges. The study involved 54 construction sites in the GOSL industry, selected through a random sampling method. The data collection tool consisted of eight components, and the data analysis phase used statistical techniques to draw comprehensive conclusions. The study examines the relationship between customer responsibility, designing issues, economic factors, environmental factors, economic factors, procedural factors, resource constraints, and scheduling issues. It uses univariate analysis, bivariate analysis, and multivariate analysis in tritacale status. Key findings include contractor responsibility issues, designing issues, economic factors, procedural factors, resource constraints, and scheduling issues. The research provides valuable insights for policymakers, construction industry professionals, and project managers in Sri Lanka. Implementing recommended measures can reduce the impact of construction procurement on time overruns in government construction projects, leading to more efficient and timely completion of building projects. The findings provide valuable insights for policymakers, construction industry professionals, and project managers in Sri Lanka.

**Keywords:** *Construction Procurement, Construction Industry, Economic Factors. Project Efficiency, Time overrun,*

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# Causal Effect and Cointegration of Debt and Economic Growth in Sri Lanka

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Debt is playing a vital role to the economic growth of a country and the main focus of this paper is to study the causal effect of debt and economic growth in Sri Lanka. The research issue of the study is an empirical gap of studying unidirectional or bidirectional causality among debt and economic growth and their cointegration. Both domestic debt and external debt are applied as debt and Gross Domestic Production (GDP) represents the economic growth. Time series data from 1987 to 2022 have been used to examine the causal relationship and cointegration. Stationarity was initially tested by Augmented Dickey Fuller (ADF) unit root test. Then the researchers tested the direction of causality by Granger Causality test. Engle Granger test was applied to examine the cointegration among the debt and economic growth. Results indicated the behavior of variables as random walk with drift and trend. Then the researchers identified that variables are stationary at first difference and they are I(1) variables. Engle Granger test indicated that the variables are cointegrated. Finally, the cointegrated regression model explained that domestic debt and external debt influence on economic growth in the long run. Accordingly, the governments should pay attention for domestic and external debt in the policy decisions towards economic growth.

**Keywords:** *Causality, cointegration, domestic debt, economic growth, external debt*

# පාරිභෝගික ලැදියාව (Customer Loyalty) කෙරෙහි පාරිභෝගික සම්බන්ධතා කළමනාකරණයේ (Customer Relationship Management) බලපෑම රාජ්‍ය වාණිජ බැංකුවක් ඇසුරින්.

W.I.R. Ekanayaka<sup>1</sup>, K.P. Mathotaarchichi<sup>2</sup>

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**මූල පද:** පාරිභෝගික සම්බන්ධතා කළමනාකරණය (CRM) පාරිභෝගික ලැදියාව (Customer Loyalty) පරම්පරා වර්ගය (Generation Cohort) පාරිභෝගික සම්බන්ධතා කළමනාකරණය (CRM) යනු ව්‍යාපාරයක හදුනා ගැනීම ලෙස සැලකිය හැකි, ගනුදෙනු අභිබවා යන සම්බන්ධතා සංඛ්‍යාවක් ජනිත කරනු ලබන සන්නායකයකි. එය හුදෙක් දත්ත මත පමණක් නොව, එක් එක් පාරිභෝගිකයාගේ රුචිකත්වයන් හා වටිනාකම් හඳුනාගනිමින්, ගනුදෙනුකරුවන් සමඟ ධනාත්මක අන්තර්ක්‍රියා ස්ථාපිත කිරීම සහ පවත්වාගෙන යාම කෙරෙහි අවධානය යොමු කරන පුළුල් ව්‍යාපාරික උපාය මාර්ගයකි.

පාරිභෝගික සම්බන්ධතා කළමනාකරණය තුළින් පාරිභෝගික ලැදියාව ඉහළ නැංවීම පිලිබඳ සැලකීමේදී පරම්පරා වර්ගය (Generation Cohort) විසින් ඊට යම් බලපෑමක් සිදු කරන්නේද යන්න ශ්‍රී ලාංකීය රාජ්‍ය වාණිජ බැංකුවක් ඇසුරින් හඳුනා ගැනීම සඳහා මෙම අධ්‍යයනය තුළින් උත්සාහ දරා ඇත. ශ්‍රී ලාංකීය මූල්‍ය ක්ෂේත්‍ර සන්දර්භය තුළ මේ සම්බන්ධ අධ්‍යයනයන් පිලිබඳව සාහිත්‍ය අනාවරණය කරනු නොලබන අතර අධ්‍යයනයේ ප්‍රධාන පරමාර්ථය වනුයේ රජය සතු වාණිජ බැංකුවක පාරිභෝගික ලැදියාව කෙරෙහි පාරිභෝගික සම්බන්ධතා කළමනාකරණය මගින් සිදු කරන ලද බලපෑම හඳුනා ගැනීම සහ පරම්පරා වර්ගය ඊට පාලනමය බලපෑමක් කරන්නේද යන්න හඳුනා ගැනීම තුළින් ලබාදී පාරිභෝගික පදනමක් වර්ධනය කිරීම සඳහා එකී බැංකුව වෙත උපාය මාර්ග නිර්දේශ කිරීමයි.

එහිදී ප්‍රධාන විචල්‍යයන් දෙක අතර සම්බන්ධතාවය තීරණය කිරීම සඳහා කල්පිතයන් පහක් සහ පාලනමය විචල්‍යයෙහි බලපෑම හඳුනා ගැනීම සඳහා එක් කල්පිතයක් ගොඩනගන ලදී. අදාළ වාණිජ බැංකුවෙහි කොළඹ දිස්ත්‍රික්කයේ 20 අධිශ්‍රේණි ශාඛාවන් 5 ක ගනුදෙනුකරුවන් මෙම අධ්‍යයනයේ සංගහනය ලෙස හඳුනාගන්නා ලද අතර X Y සහ Z යන පරම්පරාවන් නියෝජනය වන පරිදි ගනුදෙනුකරුවන් 384 දෙනෙකු වෙත ප්‍රශ්නාවලියක් යොමු කර 338 ක් වූ ප්‍රතිචාර මගින් අදාළ දත්ත රැස් කර ගන්නා ලදී.

ප්‍රශ්නාවලියේ අභ්‍යන්තර අනුකූලතාවය, විශ්වසනීයත්වය තහවුරු කිරීම සඳහා යොදා ගනු ලබන ක්‍රොන්බැච් ඇල්ෆා අගයන් අනුව ප්‍රශ්නාවලියෙහි අන්තර් විශ්වසනීයත්වයක් පවතින බව සොයා ගන්නා ලද අතර කාල් පියර්සන් සහ සම්බන්ධතා විශ්ලේෂණය හා ප්‍රතිපායන විශ්ලේෂණය අනුව පාරිභෝගික සම්බන්ධතා කළමනාකරණය හා පාරිභෝගික ලැදියාව අතර ධනාත්මක සබඳතා පවතින බවත් පාලන විචල්‍යය ප්‍රතිපායන විශ්ලේෂණය අනුව පරම්පරා වර්ගය ඉහත සම්බන්ධතාවයට පාලනමය බලපෑමක් සිදු කරනු ලබන බවද අනාවරණය විය. ඒ අනුව සේවා සැපයීමේදී CRM ක්‍රමවේදයන්හි අඛණ්ඩ වැඩිදියුණු කිරීම් (Continuous Improvements) සිදු කිරීමත්, පරම්පරා වර්ගය අනුව ඔවුන්ගේ ලැදියාව ඉහළ නංවාලීම සඳහා ගනුදෙනුකරුවන් පරම්පරාව අනුව කණ්ඩායම් කර ඒ ඒ කාණ්ඩයට අනන්‍ය වූ අවශ්‍යතා හා මනාපයන්ට ගැලපෙන පරිදි යොදාගත යුතු පාරිභෝගික සම්බන්ධතා කළමනාකරණ උපාය මාර්ගයන් සම්බන්ධයෙන් අදාළ වාණිජ බැංකුව වෙත නිර්දේශයන් ඉදිරිපත් කිරීමත් මෙම අධ්‍යයනය මගින් සිදු කර ඇත.

**මූල පද:** පාරිභෝගික සම්බන්ධතා කළමනාකරණය (CRM), පාරිභෝගික ලැදියාව (Customer Loyalty), පරම්පරා වර්ගය (Generation Cohort) රජය සතු වාණිජ බැංකුව, ශ්‍රී ලංකාව.

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# The Effect of Neuro-Linguistic Programming (NLP) Trainings on Perceived Performance of Managerial Staff of Healthcare Services

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Organizations, especially in the healthcare sector make a substantial attempt to enhance performance through standardized training and development initiatives to enhance organizational performance and the organizational service quality than ever before. Healthcare organizations are increasingly utilizing neuro-linguistic programming (NLP) as a modern approach to enhance employee training and development for improved performance and service quality. However, limited research exists on NLP's effectiveness in the subcontinent. This study examines NLP training's impact on managerial staff performance at ABC Hospital Plc, Sri Lanka. NLP is recognized as a tool for programming the human brain to achieve desired outcomes. Hence, it has become a popular training and development methodology used in organizations for developing their employees. Philosophically it is recognized that the deductive reasoning and survey strategy have been aligned to the data collection from the total population of all managerial staff of ABC hospital. 110 respondents were selected through the convenient sampling technique with respect to fundamental similar studies in Western countries. The study's theoretical synthesis was centered around the pillars of NLP namely rapport, sensory acuity, outcome thinking, and flexibility. Regression analysis and the other related statistical tools were used in drawing the conclusion of the research, specifically, it is revealed that there is a significant positive impact of neuro-linguistic programming-driven training on employee performance. Additionally, it was found that the existence of the moderating effect of the career cycle stage on the relationship between NLP-driven training and employee performance was also investigated. NLP ability is to start by honing your rapport-building abilities before working on the rest and the person must be crystal clear about what they hope to accomplish. Additionally, it is to recognize that managers must turn a habit into a skill, which can only be done through regular, consistent practice. Businesses that use NLP techniques into employee training will have a competitive advantage, which will result in both successful businesses and successful people. It was found that career cycle stages do not have any moderating effect on NLP trainings and employee's performance.

**Keywords:** *ServiceQuality, Student's Satisfaction, Vocational Education.*

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Human capital has been recognized as the critical aspect of the engine of the growth of the country by various scholars and it has been the case of the vocational training in uplifting and upgrading the outlook of the skilled workforce of the country. Under the prevailing labor market condition adequacy of the specifically developed labor through vocational training during the past couple of years is in a vulnerable status. An array of many learning and training methods and technologies used does not satisfy the industry as well as the student's requirement as per the surveys conducted in the past. Fundamentally study attempting to address the research issue of poor student satisfaction among ICT NVQ Level 5 students. Along with the constitute problem, 25 the research objective recognized as to identify the impact of the service quality of the vocational training authority and the perceived student satisfaction among the NVQ Level 5 students. Concerning the deductive reasoning research study organized under the survey strategy to collect a sample of 225 respondents from the total population of the students of 17 training centers of NVQ Level 5 students through convenience sampling technique. To triangulate the data and validate the findings informal group discussions were conducted with the representative of the center management teams. Regression analysis, descriptive analysis, and ANOVA analysis were used for the analysis and it was found that infrastructure and support service have a significantly positive impact on student satisfaction which is contrary to the findings of Elton Mayo's Hawthorn Studies. In addition, it revealed that the teaching methods and the course content were the most influential factors of satisfaction among the ICT students of the NVQ Level 5. It is recommended that attention to the content and the teaching method needs fundamental attention from the immediate standpoint.

**Keywords:** *ServiceQuality, Student's Satisfaction, Vocational Education.*

# සේවා බිඳ වැටීම් පාරිභෝගික තෘප්තියට කරන බලපෑම හඳුනා ගැනීම xzy රක්ෂණ සමාගම ඇසුරෙන්

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රටක ආර්ථිකයේ කොළ නාරටිය රක්ෂණ ක්ෂේත්‍රය බැවින් එහි දියුණුව හෝ කඩා වැටීම රටෙහි ඉදිරි ගමනට දැඩි බලපෑමක් ඇති කරනු ලබයි. XZY ආයතනේ පාරිභෝගික තෘප්තිය වසරින් වසර අඩුවන ආකාරය හදුනා ගැනීමට හැකි විය. පාරිභෝගික තෘප්තියට බලපෑම් කරන සාධක හදුනා ගැනීමටත්, අලෙවිකරන ක්‍රියාකාරකම් හා හිමිකම් ක්‍රියාකාරකම් වල වලදායිතාවය, සේවා බිඳවැටීම හා පාරිභෝගික තෘප්තිය අතර සබඳතාවයට වින්තාවේගී ශ්‍රමය ප්‍රමිතිකාරක බලපෑම් කරන ආකාරය සොයා බැලීමට පර්යේෂණය ආරම්භ විය. මෙම හඳුනා ගැනීම ආයතනයට, රටට, විෂය හදාරන්නන්ට හා න්‍යායාත්මක කරුණු වල දියුණුවට ආදී වශයෙන් වැදගත් වේ. මෙම පර්යේෂණ සඳහා ශ්‍රී ලංකාවේ මෝටර් රක්ෂණ පාරිභෝගිකයන් අතරින් XZY ආයතනේ ප්‍රධාන කාර්යාලීය පිරිස යොදාගෙන මෙම පර්යේෂණ සඳහා දත්ත රැස් කිරීම සිදු කරන ලදී. මෝගන් න්‍යයට අනුව 381 පිරිසක් මේ සඳහා තෝරා ගන්නා ලදී. එම පිරිසෙන් 109 ප්‍රතිචාර දක්වා තිබුණි. ඒ අනුව සංඛ්‍යාන සවිධිත නියමය හා විශාල සංඛ්‍යා පිලිබඳ ආවස්ථික නියමයට අනුව කටයුතු කරන ලදී. ප්‍රාථමික දත්ත රැස් කිරීම සඳහා ලකඩ් පරිමානය 5 ක් යොදාලත් ප්‍රශ්නාවලියක් භාවිතා කරන ලදී. මෙහි ස්වයංක්ෂේප විචල්‍ය වශයෙන් සේවා බිඳවැටීම හා අන්තර් ක්‍රියා යොදාගත් අතර අනුවචලය ලෙස අලෙවි ක්‍රියාකාරකම්වල හා හිමිකම් ක්‍රියාකාරකම්වල වලදායිතාවය යොදා ගන්නට විය. පාරිභෝගික තෘප්තිය මෙහි පරායත්ත විචල්‍ය විය. ප්‍රමිතිකාරක බලපෑම්කාරකය වශයෙන් වින්තාවේගී ශ්‍රමය සයාදා ගැනීම සිදුවිය. දත්ත විශ්ලේෂණය සඳහා විස්තාරාත්මක සංඛ්‍යාන ,කාල්පිසයන් සහසම්බන්ධතා විශ්ලේෂණය, හා සම්බන්ධතා විශ්ලේෂණය, හා ප්‍රතිපායන විශ්ලේෂණය භාවිතා කරන ලදී. කල්පිත පරීක්ෂා කිරීමේ දී අලෙවි ක්‍රියාකාරකම් වල වලදායිතාවය ඉහල වෙසෙසියාවකාන් යුත් ඝෘණ බලපෑමක් පාරිභෝගික තෘප්තිය මත ඇති කරන බැවින් කල්පිත පිලිගැනීමට සිදුවිය. හිමිකම් ක්‍රියාකාරකම් වල වලදායිතාවයට අදාළ කල්පිත ප්‍රතික්ෂේප විය. වින්තාවේගී ශ්‍රමය ඒකාබද්ධ වශයෙන් ප්‍රමිතිකාරක බලපෑමක් එල්ල නොකරන අතර පුද්ගලිකව බලපෑමක් ඇති කරන බව දැකගත හැකිය. නිර්දේශ පිලිබඳව සැලකීමේ දී පොදුවේ ගත්විට පාරිභෝගික තෘප්තිය ඉහල දැමීමට අවශ්‍ය කටයුතු සිදු කල යුතුය. අලෙවි නිලධාරීන්ගේ පුහුණුව වැඩි කිරීමට අවශ්‍ය කටයුතු සිදු කලයුතු අතර ප්‍රමුකතාව හදුනා ගැනීමට අවශ්‍ය පර්යේෂණ සිදුකළ යුතුය. හිමිකම් නිලධාරීන්ගේ ක්‍රියාකාරකම් වල වලදායිතාවයට වින්තාවේගී ශ්‍රමය මගින් ඇති කරනු ලබන ප්‍රමිතිකාරක බලපෑමට අනුව නිලධාරීන්ගේ එම තත්වය වැඩි දියුණු කිරීමට අවශ්‍ය කටයුතු සිදු කල යුතුය. මේ සඳහා ප්‍රමුඛතා අවශ්‍යතාවය හදුනා ගැනීමට තව දුරටත් පර්යේෂණ සිදු කල යුතුය.

**මූල පද:** සේවා බිඳවැටීම, සේවා ගුණත්වය, පාරිභෝගික තෘප්තිය, වින්තාවේගී ශ්‍රමය, සේවකයන්, රක්ෂණය

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# Strategic Thesis Collection Management through Statistical Analysis

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The thesis collection at the University of Colombo's (UOC's) Main Library (ML) plays a vital role in undergraduate and postgraduate education, serving as a repository of scholarly work produced by the students in Masters, MPhil, and PhD degree programs in five faculties. The collection reflects the academic output of the UOC student and serves as a valuable resource for researchers, academic staff, and students. A comprehensive understanding of the Main Library Thesis Collection (MLTC) content and patterns is required for effective management and utilization. Therefore, in this study, content analysis of the MLTC was done through statistical analysis. Statistical analysis of the thesis collections at the UOC Main Library is the main objective of this research. Further, the paper examined the (1) faculty-wise and year-wise publication of the theses, (2) degree level-wise distribution of the theses, and (3) subject-wise distribution of the theses within the MLTC. For this study, it has used all theses contained in the MLTC, and it is around 1827 theses. Data collection and analysis were done from July 2023 to September 2023. Excel data analysis tool pack and its features were used for data analysis. The MLTC contains theses from six faculties (Arts, Education (FED), Graduate Studies, Law, Management, and Science). According to the findings, FED is the most prominent faculty contributing to the library's thesis collection. The year-wise distribution of the theses at the MLTC indicates that the highest number is from 2000-2009, followed by 2010-2019. The collection includes 181 PhD, 280 MPhil, and 1366 master's theses. When considering the main ten categorizations of the Dewey Decimal Classification, 67% of these are in Social Sciences, and 12% are in Technology. Considering the physical condition of the theses, most of the theses in the MLTC are in excellent condition. It is evident the institution's commitment to maintaining the highest preservation standards. As a result of the findings, the following recommendations were made regarding the MLTC: (1) Increasing the contribution of the Faculty of Law, (2) Increasing the presence of PhD theses, (3) Enhancing representation in underrepresented subject areas, and (4) Digital preservation and access.

**Keywords:** *Bibliometric Analysis, Library, Statistical Analysis, Thesis Collection, UOC*

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# Assessing Flash Flood Susceptibility in Chitral District, Pakistan, Using Geomorphometric Techniques

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Flash flood susceptible zones in the Chitral river basin, Hindu Kush, Pakistan were delineated using geomorphometric approaches. The primary objective of conducting this research is to demarcate the zones of susceptibility to flash floods through the utilization of geomorphometric approaches within the Chitral river basin, located in the Hindu Kush region of Pakistan. The study area employed a watershed modeling approach whereby the Shuttle Radar Topography Mission Digital Elevation Model (SRTM DEM) with a resolution of 30 meters was utilized as an input in the geographic information system (GIS). From the integration of the surface runoff and geomorphometric characteristics of the 25 sub-watershed it is evident that hydrological response of the district Chitral is direct response of the land cover, geomorphometric numbers. The geo-morphometric parameters of each sub-basin were calculated by applying the Hortonian, Schumm, and Strahler Geo-morphological laws. Additionally, the surface run-off depth of each sub-basin was estimated through the application of the Natural Resource Conservation Service Curve Number hydrological model. The study integrated the results of two models using a weighted overlay analysis technique to create a flash flood susceptibility map. The map was divided into five zones based on susceptibility levels: very high, high, moderate, low, and very low. These zones covered varying proportions of the study area, with the very high susceptibility zone occupying 0.16%, the high zone covering 15.56%, the moderate zone comprising 26.46%, the low zone encompassing 47.54%, and the very low zone making up 10.26%. The study found that flash flood susceptibility is higher in areas with increased surface runoff and higher geomorphometric ranking numbers. These results can aid Disaster Management Authorities and flood agencies in implementing targeted flood risk reduction strategies in the highly vulnerable areas of the Chitral river basin.

**Keywords:** *Flood, Geomorphometric, GIS, SRTM DEM, Susceptibility*



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# Gender Influence on Fashion: Redefining Identities and Styles

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The intersection of gender and fashion constitutes a focal point of inquiry for the examination of cultural expressions and the construction of identities. This synopsis encapsulates the study's exploration of the intricate interplay between gender identity and its influence within the domain of fashion. An exhaustive review of pertinent literature lays the foundation by providing historical context and theoretical underpinnings, followed by a meticulous content analysis of fashion-related publications, and the administration of surveys targeting a diverse cohort of 100 participants spanning various gender identities. The study endeavours to delineate the historical trajectory of gender-specific sartorial norms, scrutinize contemporary metamorphoses, and assess their ramifications on both individual and collective identities. The research endeavours to accomplish three principal objectives. Firstly, to chronicle the evolution of gendered fashion conventions from the early 20th century to the present era. Secondly, to probe into the function of fashion in the configuration of identities and the articulation of self. Thirdly, to appraise the socio-economic reverberations stemming from these shifts in the fashion industry. The investigation adopts a mixed-methodological approach, integrating qualitative and quantitative methodologies. In addition, consultations with insiders from the fashion industry and activists within the LGBTQ+ community furnish invaluable perspectives. The historical analysis unveils a discernible trajectory from entrenched gender norms in early 20th-century fashion to the contemporary embracement of gender fluidity and non-binary aesthetics. Attire is acknowledged as a potent medium through which individuals negotiate, express, and enact their gender identities. The research further discloses a burgeoning market for fashion lines that encompass gender inclusivity, enhancing a transformation in consumer demand and industry paradigms. The findings accentuate the transformative potential of fashion in contesting and reshaping societal constructs of gender. The ascendancy of gender-neutral and androgynous fashion expands not only the repertoire available to individuals, but also fosters a sense of agency and self-determination. Furthermore, this investigation elucidates how fashion serves as an agent for propelling political and social change, with an emphasis on advancing inclusivity assuming a central role in the fashion milieu. This research furnishes a comprehensive comprehension of the intricate nexus between gender identity and fashion. It accentuates the dynamic nature of fashion as a means of self-expression and identity affirmation. The findings hold substantive ramifications for both the fashion industry and the broader societal milieu, prompting contemplation on the function of attire in advancing inclusivity and acceptance. Ultimately, this study contributes to a broader discourse on the transformative potential of fashion within the sphere of identity politics.

**Keywords:** *Gender Identity, Fashion Industry, Identity Formation, Gendered Fashion Norms, Inclusivity in Fashion*

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# Choices and Intentions of Migrants in Sri Lanka

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This study investigates the aspirations and motivations of potential international migrants in Sri Lanka, aiming to elucidate the factors that shape their migration decisions. The research employs a mixed-method approach, integrating surveys and qualitative interviews to gather comprehensive insights from a diverse cohort of respondents spanning various socio-economic strata in Sri Lanka. A random sample of 100 followed a pilot research google form was selected for the study. The findings enhance a multitude of driving forces impelling individuals towards international migration, with economic considerations, notably improved employment opportunities and enhanced living standards abroad, assuming paramount significance. Furthermore, factors such as political stability, educational prospects, and access to healthcare emerge as pivotal in shaping migration aspirations. Family-related considerations, including the desire for reunification with overseas relatives, exert substantial influence on respondents' migration intentions. Additionally, cultural and social factors, encompassing a yearning for diverse experiences or a desire to escape societal constraints, also contribute to migration intentions for certain individuals. The study delineates critical determinants influencing potential migrants' choices, including socio-economic status, educational attainment, age, and geographical location within Sri Lanka. Moreover, the presence of social networks and access to reliable information on international migration significantly meld individuals' perceptions and intentions. In summation, this research unveils the multifaceted aspirations of potential international migrants in Sri Lanka and the intricate array of factors that steer their migration intentions. The insights garnered provide valuable guidance for policymakers, stakeholders, and organizations engaged in migration management, serving as a foundation for the formulation of well-informed and efficacious migration policies. A comprehensive grasp of the motivations and determinants of potential migrants is imperative for crafting pathways that align with individuals' aspirations, all while ensuring safe, organized, and regular migration.

**Keywords:** *Aspirations, Choices, Intentions, International Migrants, Status*

