

The 2nd International Conference 2021

**Impact of Covid-19 Health Crisis on
Human Resource Development
and Management**

Conference Proceedings

Conference Tracks

- 01 Business and Public Management
- 02 Service Management
- 03 Social Sciences
- 04 Sustainability, Disaster Management, and Law
- 05 Language and Literature

IC2-IHRAUOC

05th and 06th August, 2021

The 2nd International Conference - 2021 IC2-IHRAUOC

**Impact of Covid-19 Health Crisis on
Human Resource Development
and Management**



CONFERENCE PROCEEDINGS

On 5th and 6th August 2021

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TABLE OF CONTENTS

	Page No.
Message from the Vice-Chancellor, University of Colombo	01
Message from the Director and Conference Chair Institute of Human Resource Advancement, University of Colombo	02
Message from the Conference Coordinator Institute of Human Resource Advancement, University of Colombo	03
Introduction to Keynote Speaker 01 - Prof. Ananda Kumara	04
Introduction to Keynote Speaker 02 - Prof. Ajantha Sisira Kumara	05
Conference Committee	06
Conference Chair	
Conference Coordinator	
Track Chairs/ Co-Track Chairs	
Supporting Staff	
Panel of Reviewers	07 - 09
Abstracts of Research Papers	10
Track 01: Business and Public Management	11 - 23
Track 02: Service Management	24 - 29
Track 03: Social Sciences	30 - 41
Track 04: Sustainability, Disaster Management, and Law	42 - 48
Track 05: Language and Literature	49 - 53





Message from the Vice-Chancellor
University of Colombo

I congratulate the Director, Staff and Students of the Institute of Human Resource Advancement (IHRA) of the University of Colombo for organizing the 2nd International Research Conference in August 2021.

Your chosen theme, “Impact of Covid-19 Health Crisis on Human Resource Management”, is most time appropriate. This conference would enable the relevant stakeholders to take stock of the short-term and long-term impact of the current pandemic, based on tangible scientific evidence, and thereby help make pragmatic recommendations to policy makers and planners of Sri Lanka and the South Asian region. Undoubtedly, the dialogue and deliberations made around the research presentations within the chosen Thematic Tracks would be an excellent forum to address peri- and post-pandemic from a holistic perspective.

The diverse issues and challenges related to the COVID-19 pandemic require a continuous dialogue. The pandemic catalyzed digital transformation and the new norm of ‘work-from-home’, along with the emergence of social disparities, economic drawbacks and problems related to health and human rights among a multitude of issues that we all face as of today. It is undeniable, that the many issues faced today cannot be neatly grouped within the boundaries of a single discipline. It is significant that the IHRA is able to provide the desirable scholarly platform for the multi-disciplinary inputs in parallel with the active participation and contributions made from our own human capital.

I am certain that your deliberations will enhance further research, teaching and scholarship within the IHRA that would substantially raise the academic quality and outputs in the decades ahead. I am very appreciative of the incumbent Director, Senior Professor Chair H D Karunaratne and the Board of Management for providing the necessary leadership and direction for the IHRA to flourish in the 21st century despite the pandemic and meet the visionary expectations of its pioneers.

I wish you all the best of health and safety together with an intellectually stimulating and productive conference.

Yours truly,

Senior Professor Chandrika N. Wijeyaratne
Vice Chancellor,
University of Colombo



**Message from the Director and Conference Chair
Institute of Human Resource Advancement
University of Colombo**

Covid-19 pandemic has made significant tremor on day-to-day activities and life styles of people all over the world. It has made adverse effects on labor supply, working life, demand for labor, earning patterns, management styles and many more economic, social, cultural, health, and environmental aspects of human resource development and management. Therefore, it is a timely need to conduct International Conference on this topic during the pandemic phrase. The Institute of Human Resource Advancement (IHRA) of the University of Colombo has attempted to generate and disseminate scientific knowledge on this theme through this 2nd International Conference of IHRA. It was a privilege and honor to me to serve as the Director of the Institute and the Conference Chair for IC2-IHRAUOC held on 05th and 06th August 2021.

IC2-IHRAUOC was designed to address Impact of Covid-19 Pandemic on Human Resource Development and Management in five relevant fields of studies to IHRA-UOC activities as Business and Public Management, Service Management, Social Sciences, Sustainability and Disaster Management including Law and Order, Language and Literature. Most importantly two renowned Professors contributed as Keynote Speakers for this International Conference. There were 55 research paper submissions and after screening 35 high quality research papers were selected to present in IC2 IHRAUOC.

I wish to congratulate all authors and presenters of the conference and highly appreciate interactive contribution made by the participants. I hope findings of these researchers and policy alternatives proposed by them will be important to influence the betterment of Human Resource Development and Management in Sri Lanka.

I wish to thank organizing committee, abstract reviewers, academic staff members and supportive staff members of the IHRA-UOC for their generous contribution to successfully conduct this international conference. My special thank goes to Senior Professor Chandrika N Wijeratne, Vice Chancellor of the University of Colombo for her kind assistance us and two keynote Speakers, Professor Ananda Kumara, Former Dean of the Faculty of Foreign Studies, Meijo University, Nagoya, Japan and Professor Sisira Kumara, Professor in Public Economics, at the Department of Public Administration, University of Sri Jayewardenepura, Sri Lanka. Finally, I wish to express my thanks to the coordinator and organizing team of the Conference.

Thank you very much.

**Senior Professor (Chair) H.D Karunaratne
Director and Conference Chair
Institute of Human Resource Advancement, University of Colombo**



Message from the Conference Coordinator
Institute of Human Resource Advancement
University of Colombo

As the conference coordinator, I write this message to the 2nd International Conference of IHRA-UOC 2021 on Impact of Covid - 19 Health Crisis on Human Resource Development and Management. It is indeed a great privilege for me to serve as the conference coordinator of this research conference. What is significant of this research conference is that it bringing researchers who work in different field of studies yet are rooted in common ground together in one place to discuss and debate while appreciating their roots in fields of business and public management, service management, social sciences, sustainability, disaster management, and law, and language and literature. I believe this research conference is significant in Sri Lankan Research landscape since it brings researchers of different fields together into one place.

I am indeed delighted when Prof. Ananda Kumara and Prof. M. H. A. Sisira Kumara accepted our invitation to deliver the keynote addresses in this research conference. The contribution that they agreed to pay on behalf this research conference was an immense courageous reward to make the event success.

This conference is made possible by the hardworking of many people, though I may not be able to thank through this message. I wish to extend my sincere appreciation to Senior Professor Chandrika N. Wijeyaratne, Vice Chancellor, University of Colombo. Further, I extend my sincere gratitude to Senior Professor (Chair) H.D. Karunaratne, Director, Institute of Human Resource Advancement, University of Colombo. As well, I thank track chairs and the organizing committee for their contribution for making this research conference a successful. I, on behalf of the organizing committee, wish to extend my appreciation to the staff members of the Institute of Human Resource Advancement, University of Colombo. While I gratefully recall the contribution of all reviewers and session chairs, I thank all of them for their intellectual contribution. In the concluding note, I would like to remember and thank all the authors for sending and sharing their knowledge with a larger community.

Yours truly,

Ms. Chamari Edirisinghe
Conference Coordinator
Institute of Human Resource Advancement
University of Colombo



Introduction to Keynote Speaker 01
Prof. Ananda Kumara
The Founding Dean, Faculty of Foreign Studies,
Meijo University, Japan

Prof. Ananda Kumara, being one of the keynote speakers for the 2nd International Research Conference of the Institute of Human Resource Advancement of the University of Colombo. Currently serves as a Professor, Faculty of the Foreign Studies, Meijo University Japan where he has served as the founding Dean of the faculty and a Sri Lankan academic residing in Japan. He is also the Director of Sri Lankan Academic Association of Japan, Vice-President Japan Association for Global Competence, Education and International Strategies Advisor, Archi Prefecture. As an academic, he has achieved unparalleled successes both in the fields of teaching and research. He graduated from University of Kelaniya with a B.Sc. Degree in Science. He obtained his Master of Engineering and Doctor of Engineering from Tokyo Institute of Engineering Japan. He was the first foreigner and the Sri Lankan to be awarded with the prestigious Japan International Corporation Agency (JICA) President's awarded for the valuable contribution in Japan.

Prof. Ananda Kumara has done extensive research in areas such as development economics, Quantitative/Qualitative Social Research and Urban Sociology where he has published books, books chapters and, articles in reputed journal. And he was a United Nations researcher at United Nations Centre for Regional Development. He has served as a Director of Meijo University, Japan. He was a former professor, Dean and Deputy President of Suzuka International University Japan. Prof. Ananda Kumara has also served as an initial member, programme coordinator and professor at Tokyo Institute of Technology, Japan.



Introduction to Keynote Speaker 02
Prof. Ajantha Sisira Kumara
Department of Public Administration,
Faculty of Management Studies and Commerce,
University of Sri Jayewardenepura

Prof. Ajantha Sisira Kumara, being one of the keynote speakers for the 2nd International Research Conference of the Institute of Human Resource Advancement of the University of Colombo currently serves as a professor at the Department of Public Administration, Faculty of Management Studies and Commerce at the University of Sri Jayewardenepura. As an academic, he has achieved tremendous successes both in the fields of teaching and research. He graduated from University of Sri Jayewardenepura with a B.Sc. Management (Public) Special Degree with a First-Class Honours. Among the many academic achievements, Prof. Ajantha has obtained two Master's Degrees, one in Public Economics and another in Public Policy from National Graduate Institute for Policy Studies (GRIPS), Tokyo Japan and has also obtained a Master's Degree in Public Administration from Postgraduate Institute of Management, University of Sri Jayewardenepura. He earned his Ph.D. from National Graduate Institute for Policy Studies (GRIPS), Tokyo Japan with a thesis in 'Essays on Social Security Systems: Cases of Sri Lanka and Other Emerging Market Countries.

Prof. Ajantha has done extensive research in areas such as public policy, healthcare, micro-economics, and other related fields where he has published books, book chapters and, articles in reputed journals such as Emerald, Taylor and Francis, Oxford, and Willey. He has also contributed as a review of articles in many reputed A+ journals, and his research capacity was recognized in 2019, where Prof. Ajantha was awarded with the Presidential Award for Scientific Research for his co-authored paper title 'Impact of ill-health on household consumption in Sri Lanka: Evidence from household survey data'.

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ABSTRACTS OF RESEARCH PAPERS

Conference Tracks

- 
- 01 Business and Public Management
 - 02 Service Management
 - 03 Social Sciences
 - 04 Sustainability, Disaster Management, and Law
 - 05 Language and Literature

TRACK 01

BUSINESS AND PUBLIC MANAGEMENT

An Untapped Human Resource in The Time of Crisis:
Significance of Social Work Interventions in Managing
Covid-19 **13**

Developing an Informed Workplace: Information
Technology Adoption and Human Resource
Management **14**

“Does The Remote Work Experiment Upsurge the
Productivity?”: Empirical Evidence from Sri Lanka
During Covid-19 **15**

Has Gender Created Any Difference in The Job Stress,
In “Work from Home” Environment During Covid-19?
Special Reference to Private Sector Employees in Sri
Lanka **16**

Work & Life Balance: Challenges Faced by Working
Women During the Covid-19 Pandemic Period: A Study
Based On Pamankada, Wellawatte. **17**

How Sri Lanka Can Minimize Tax Avoidance by Multinational Companies (Based On Case Studies of Two Multinational Companies) **18**

A Psychological Study of Employee Behavior: Stress and Coping Mechanism During Work from Home Among Government Sector **19-20**

Impact of Management Accounting Practices On Small and Medium Tourism Business Performance in Sri Lanka **21**

The Need for Data Protection in A Sri Lankan Context: A Critical Review with Special Reference to The Pandemic Period **22**

Identifing The Potentials for Tea Tourism in Matara District from Tourists Perspective **23**

AN UNTAPPED HUMAN RESOURCE IN THE TIME OF CRISIS: SIGNIFICANCE OF SOCIAL WORK INTERVENTIONS IN MANAGING COVID-19

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Covid-19 is known as a disease caused by a virus that turned to be a pandemic. An infected local individual of this virus was initially reported in Sri Lanka on 2nd week of March, 2020. Since then, the virus has started spreading at different degrees throughout the country with the span of time. Currently, Sri Lanka is facing the 3rd wave of the pandemic which is more critical. Yet, the mechanism of managing the associated challenges of COVID-19 is questionable and seemed to be ineffective. In this backdrop, this conceptual paper posits that the government should take the professional involvement of social workers which adopts a versatile, multidisciplinary approach in addressing community issues. Social work is a profession well informed with socio- psychological, behavioral and clinical aspects of community life. The nature of spread of COVID-19 reflects that understanding local realities of communities holds an utter significance in responding to rising rate of infected people. The magnitude of potential involvement of a social worker in managing challenges of COVID-19 expands from prevention of infectious behavior to coping with psychological trauma caused by sudden demise of the closed ones of those who are unable to relieve the grievances through local rituals. Further, the apparent ineffectiveness or rising criticisms for the prevailing disease management mechanism alarms the mismatch between community dynamics and the professional code of conduct of those who are already engaged with the mechanism. Particularly, the medical professionals and the military involvement along with the political mafia have been criticized for not being able to address ground realities of people vulnerable to COVID-19. In this scenario, social work interventions at micro, mezzo and macro levels remain as an untapped human resource intervention that needs to be recognized and utilized in managing the Challenges of COVID-19 Pandemic in Sri Lanka.

Keywords: *Local Reality, Multidisciplinary approach, Pandemic, Psychological Trauma.*

DEVELOPING AN INFORMATED WORKPLACE: INFORMATION TECHNOLOGY ADOPTION AND HUMAN RESOURCE MANAGEMENT

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Information technology adoption has been revolutionalised the ways in which many organisations do business, forcing a paradigm shift for management that has resulted in new and innovative approaches to carrying out business. However, developing an informed work place requires more than just the use of certain hardware and software. What is equally important is the adjustment in other aspects of organisational practice (i.e. human resource management practices). Accordingly, this study examines the effect of information technology on human resource management (i.e. employee information management, employee leave management, employee performance management, and employee welfare management). Survey data were collected from 86 employees from a semi-government organization in Sri Lanka. The results of analysis using the SPSS method found a significant positive relationship between information technology and human resource management practises such as employee information management, employee leave management, employee performance management, and employee welfare management. The findings confirm our predictions. Our findings also suggest that information technology most significantly associated with employee performance management. These positive associations also revealed the transformational potential of information technology-supported human resource management since information technology may play a role in enhancing the importance of human resource management practices in an organisation. Study recommends managers to integrate the human resource management practices with information technology since it contributes significantly to reduce administrative financial expenses, and the speed of completion of work.

Keywords: *Employee information management, Employee leave management, Employee performance management, Employee welfare management, Information technology.*

“DOES THE REMOTE WORK EXPERIMENT UPSURGE THE PRODUCTIVITY?” : EMPIRICAL EVIDENCE FROM SRI LANKA DURING COVID-19

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With the widespread of Covid -19, the concept of work from home has gained noticeable attention. Adhering to the current situation, many workplaces are now setting long-term work from home policies to carry out their business activities with less interruptions. However, there can be multiple obstacles that employees are facing in managing their day-to-day home activities while working from home. This study examined the impact of home-based remote work practices on employee productivity. The study's research framework was conceptualized using two predictor variables, home life and organizational support and one outcome variable of productivity of the home-based remote worker. To test the research model and hypotheses, a self-administered online survey was developed. Survey data collected from 142 home-based remote workers engaged in five main sectors namely IT, hospitality & tourism, banking, insurance & finance, education, manufacturing and construction. The collected data were analyzed methodically by establishing reliability of measurement properties followed by the objectives focused descriptive and inferential statistical analyses. The findings of our study indicated that home life has a negative impact on work from home employee productivity. In contrast, organizational support plays a significant role in up surging the home-based remote workers' productivity. Further, we have found no impact of gender difference on the productivity of work from home employees. Moreover, married employees reported high productivity compared to unmarried employees and industry type does not have a clear effect on home-based remote work productivity. Organizations can get better outcomes from work from home policies with proper organizational support and continuous measurements safeguarding the employees' job satisfaction which can be affected by work-family conflict. The findings from this study will enable scholars and practitioners to gain more insight and understanding about the various implications of home-based remote work arrangements while providing novel insight and worthwhile suggestions to managers and organizations in the successful implementation of remote work plans.

15 **Keywords:** *Covid-19, Home-based remote work, Home life, Organizational support, Productivity.*

**HAS GENDER CREATED ANY DIFFERENCE IN THE JOB STRESS,
IN “WORK FROM HOME” ENVIRONMENT DURING COVID-19?
SPECIAL REFERENCE TO PRIVATE SECTOR
EMPLOYEES IN SRI LANKA**

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M.G.C.D. Mahakumbura³**

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COVID-19 pandemic has resulted a paradigm shift in the world introducing a novel concept of 'Work From Home' (WFH). Many could not refrain from embracing this new normalcy. This inevitable change of workplace into WFH has given rise to the need of re-evaluating the level of job stress which is already an alarming situation in the traditional workplace. It has also compelled to bring into light, the difference in the level of job stress created by the gender, if any. Hence, the prime purpose of the study is to evaluate the level of job stress of WFH employees and further to examine whether there is a gender wise difference in the level of job stress in WFH environment. Data were collected from 104 private sector WFH employees using a structured questionnaire on convenience basis and were analysed using IBM SPSS 23.0. The sample was analysed for its gender distribution, where 35.6% were male employees while 64.4% were female employees. The hypotheses established based on the research objectives, were tested and the results revealed that private sector WFH employees are facing a lower level of job stress accounting for a value of 2.9 (below the average of 3). Results further suggested that there is no gender wise difference in the level of job stress of private sector WFH employees. Hence, it could be concluded that job stress will not impose a barrier for the incorporation of WFH to the post-pandemic work culture. Further, in terms of job stress, gender would not be a prominent decisive factor in the formulation of corporate policies relating to WFH.

Keywords: *Gender, Job stress, Work from Home.*

WORK & LIFE BALANCE: CHALLENGES FACED BY WORKING WOMEN DURING THE COVID-19 PANDEMIC PERIOD: A STUDY BASED ON PAMANKADA, WELLOWATTE

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The COVID-19 pandemic had an unprecedented impact on health and financial system which restricted the performance of work in the usual working environment. The pandemic is also affecting women differently than men, revealing and exacerbating gender inequality. 1 in 3 Sri Lankan women able to work from home during the pandemic whereas struggling to manage the work in home. The Main objective of this study is, to identify the challenges of the working women under working from home arrangements, how they manage balance between work and family due to the social, economic and cultural changes during the COVID-19 pandemic period. To enhance the goal, the study focuses on qualitative research with 20 working women who live in Pamankada, wellewatte, were selected under snowballing sampling method to address the issues of working women in the pandemic period. Further, Interviews held as primary data collection and journals, articles, related internet sources were referred as secondary data collection method. The thematic analysis focused on exploring the challenges of working women, workplace discrimination, family conflict, delay in domestic works, workload increases, spouse support, impact on child care and home schooling for young children's, unpaid and reductions in salaries, negative effects on mental health issues such as depression anxiety, tension, absence of cultural norms and values and etc. The following key driving factors were identified working women and life balance during COVID-19. Work and life balance are necessary for women to cope with the family and work. The study argues on the impact of COVID-19 and suggests recommendations to balance their life and work during the Pandemic period.

Keywords: *Working women, Work-life balance, Work place, Domestic work, Mental issues.*

HOW SRI LANKA CAN MINIMIZE TAX AVOIDANCE BY MULTINATIONAL COMPANIES (BASED ON CASE STUDIES OF TWO MULTINATIONAL COMPANIES)

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This study concentrates about the tax avoidance strategies of multinational companies using the case studies of two companies. The objectives of the analysis include identifying strategies that could be exploited by multinational companies to avoid taxes and suggestions for the improvement of Sri Lankan tax system with regard to tax avoidance by multinational companies. The methodology of the study consists of a critical analysis based on literature and secondary data. Findings of the study include thin capitalization, manipulation of transfer prices and royalty payments, Double Irish Arrangement and Dutch Sandwich, tax inversion as well as cost sharing agreements as some of the tax avoiding strategies used by multinational companies. Considering the tax avoidance strategies exploited by the multinational companies and the context of Sri Lanka, recommendations were made to minimize the adverse consequences for the economy. Some of the recommendations were to implement country-by-country reporting at least for the companies headquartered in Sri Lanka, a common reporting standard for all the companies, and an integrated technical network between the government institutions. Further, it is recommended to formulate and implement Controlled Financial Corporation rules and to reduce certain incentives including tightening of foreign dividend income regulations, address the ad-hoc changes made to the tax system, make improvements to the rule of law and blacklist the tax avoiding companies.

Keywords: *Multinational companies, Tax, Tax avoidance, Tax avoidance strategies.*

A PSYCHOLOGICAL STUDY OF EMPLOYEE BEHAVIOR: STRESS AND COPING MECHANISM DURING WORK FROM HOME AMONG GOVERNMENT SECTOR

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The COVID-19 pandemic has affected the world over in an unprecedented manner which this generation has never seen. With numbers rising every day, all of us have been called to play our part. Since the COVID-19 pandemic started, there has been several talks about how individuals have responded to being compelled to in this critical time. A study was undertaken to find out how organizations working on environmental protection are handling the Covid-19 situation. We examined 70 representatives in government sector through an online study. In the government most employees moved quite a bit of their work online recently. These are our starter results about worker encounters. Stress is defined in terms of how it impacts physical and psychological health; it includes mental, physical, and emotional strain. Stress occurs when a demand exceeds an individual's coping ability and disrupts his or her psychological equilibrium. Stress occurs in the workplace when an employee perceives a situation to be too strenuous to handle, and therefore threatening to his or her well-being. The Conservation of Resource Theory (COR; Hobfoll, 2001) has been discovered to be a dependable reason for understanding the cycles associated with encountering, adapting to, and beating persistent and awful pressure. According to the COR theory, stress results when an individual's resources are threatened, depleted, or when investment(s) in new resources do not accrue adequately. This paper investigates the worker's view of various sorts of stressors and inspect an assortment of methods for dealing with stress including the kind of authoritative help gave during this emergency. The discoveries of the meeting propose that the feelings of stress were moderate to high among every one of the members. The fundamental topics arose out of the meetings were ordered into five; (I) factors influencing stress (ii) Organizational help (iii) Coping techniques (iv) barriers during WFH and (v) Positivity or negativity. The investigation presents a coordinated Stress Model with key triggers, adapting systems (assets), association backing and result. The study has been conducted as a mix method where the online cross-sectional survey was conducted through using a self-administered questionnaire and interviews.

The work stress questionnaire (WSQ) is utilized for discover answers to the examination questions and a statistical package for the social sciences (SPSS) v 16.0 was used for descriptive analysis and correlational analysis of collected data. The findings of the research are significant and have critical arrangement suggestions for lockdown would be steadily facilitated, associations need to reexamine about various choices to work. The findings support the COR theory and found that resource loss is more stressful than gains. This loss also motivates them for adopting stress coping mechanisms.

Keywords: COVID-19, COR Theory, Work from Home, Lockdown, Stress.

IMPACT OF MANAGEMENT ACCOUNTING PRACTICES ON SMALL AND MEDIUM TOURISM BUSINESS PERFORMANCE IN SRI LANKA

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Finance is an integral part of a business. Reporting financial transactions is done by financial accounting, while the predictions and goal settings are made by management accounting. Small and Medium-sized Enterprises (SMEs) are one of the key contributors to the economic development of Sri Lanka. The government has estimated around 80 per cent of the businesses in Sri Lanka are SMEs. Tourism Small Medium Enterprises are the backbone of the tourism industry of Sri Lanka which consists of 60% of the businesses; 50,000 business entities in 2020. Even though management accounting contributes to the profitability of the businesses, it is used less in Small Medium Enterprises comparatively to large organizations. The objective of the study is to provide theoretical evidence on the tools of management accounting and its applications in tourism SMEs. The study is conducted using an exploratory approach. An archival analysis is conducted to achieve the objective of the study. The research is conducted using secondary data and thematic analysis is employed on data analysis. The data is drawn from six research studies: the adoption of Management accounting practices in Malaysian Small and Medium-sized Enterprises, the use of management accounting practices in Malaysian SMEs, factors explaining the use of management accounting practices in Malaysian medium-sized firms, the use of management accounting techniques by small and medium-sized enterprises: a field study of Canadian and Australian practice and the effectiveness of management accounting systems in SMEs. The analysis of the study depicts that it is essential to use budgeting, costing and performance evaluation to sustain in the business for a long time and conduct the business fruitfully. Majority of the SME's are not using the Management Accounting tools because of the lack of knowledge regarding the subject and the unawareness regarding the value of using Management Accounting tools. Awareness and training sessions for the SME sector should occur in order to demonstrate the value of utilizing the Management Accounting tools.

Keywords: *Financial Performance, Management accounting, Small-medium enterprises.*

THE NEED FOR DATA PROTECTION IN A SRI LANKAN CONTEXT: A CRITICAL REVIEW WITH SPECIAL REFERENCE TO THE PANDEMIC PERIOD

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The Covid-19 has had a profound impact on the daily lives of the individuals where everyone has been put under surveillance with the ultimate objective of keeping them protected from the Covid-19 pandemic. Many systems were put in place to track the movements of people when they travel from one place to another, where biometric data belonging to such were collected using both primitive means as taking their information in a record book to advanced systems of data gathering such as using QR scanners. While these data are extracted from individuals which is a part of their identity, the extent to which these data are going to be processed and used is not properly mentioned at the time of collecting such data and the legal system in the country is inept to provide any protection to those individuals since neither the statutory law or the common law has recognized a right to privacy which could come in aid to help these people protect their data. In this background, by using a qualitative method with a comparative analysis of the existing law in the United Kingdom, this paper attempts to critically evaluate the rights of the data subjects from whom such data is gathered and to propose changes in the existing legal system to better protect the personal integrity of those who have to give their personal data to both governmental and private institutions, especially in situations where the national security and public health becomes a major concern, as in the instance of the Covid-19 pandemic. The results reveal that the existing legal framework in the country is totally inadequate to provide any kind of protection to these data subjects and developing a legal framework based on the eight principles of data protection as advanced in the United Kingdom inclusive of Fairness, specificity, adequacy, accuracy, time limitation, consideration of other rights, security and non-sharing with unprotected countries is a sine qua non to protect the data subjects in Sri Lanka.

Keywords: *Data Protection, Privacy, Covid-19.*

IDENTIFYING THE POTENTIALS FOR TEA TOURISM IN MATARA DISTRICT FROM TOURISTS PERSPECTIVE

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Tea tourism has been identified as a rapidly growing niche tourism segment. Therefore, demand for the satisfaction of services towards tea tourism increased and catering to such requirements became leading of income generation. Tea infused cuisine, tea gastronomy and mixology are some of new findings and innovations in Tourism and Hospitality sector. There is a tendency with regards studying tea aspects experiencing health conscious and even Sri Lanka which is consisted with tea related resources making efforts to brand its image in tea tourism. 'Ceylon Tea' and Tourism are inseparable terms as tea growing areas are certainly the most scenic beauty places and attractive tourism destination within in Sri Lanka. This paper examines the potentials for tea tourism in Matara district in the face of the tourists' attitudes and expectations. Sixty-five foreign tourists were examined. As this is a new area of research in national context the personal and visitor profile of potential tea tourists has been identified. This study was based on places are offering tea tourism experience established in Matara district that account for huge availability of tourists according to the indications of Ruhunu Tourist Bureau and according to the evidence collected through an investigation. A number of potentials pertinent to the promotion of tea tourism.

Keywords: *Ceylon tea, Tea tourism, Tourism, Tourist's attitudes, Tourist's expectations.*

TRACK 02

SERVICE MANAGEMENT

Factors Influencing Online Brand Trust of the Sri Lankan Banking Industry with Reference to State Banks in Western Province	25
The Impact of Covid-19 On Venture Capital in Small and Medium-Sized Enterprises-A Critical Perspective	26
The Impact of External Debt On Balance of Trade Deficit in Sri Lanka	27
Measuring The Well-Being of Employees in Private and Government Sectors of Sri Lanka During The Covid-19 Pandemic	28
Covid-19 Impacts On Utilizing Public Green Spaces and Human Well-Being in Urban Areas	29

FACTORS INFLUENCING ONLINE BRAND TRUST OF THE SRI LANKAN BANKING INDUSTRY WITH REFERENCE TO STATE BANKS IN WESTERN PROVINCE

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Sri Lankan banking industry is moving towards online banking from the traditional offline methods. Yet, there are implications that the consumers prefer the traditional method more. Online brand trust is identified as the main reason for this issue. Therefore, the main aim of this study is to identify the factors influencing online brand trust of the Sri Lankan banking industry. Literature suggests that 5 main factors (brand reputation, security, word of mouth, perceived risk and good online experience) could influence online brand trust. A conceptual model was proposed representing the relationships among these constructs and the relationship between online brand trust and each of the above-mentioned factors was tested. This study intends to develop insight into why people do not embrace the online banking practices. In line with this study, the researcher seeks to investigate the impacts of word of mouth, security, online experience, brand reputation and perceived risk on online brand trust. The study under consideration has taken a quantitative approach. A questionnaire survey was conducted for data collection from a sample of 384 online banking customers. The sample was selected using a stratified random sampling method. To test the hypothesized relationships between the variables, multiple regression analysis was performed using SPSS 20.0 version. Results show brand reputation, security, word of mouth and perceived risk have a significant relationship with online brand trust. Whereas, the relationship between the good online experience and online brand trust was not significant. There are implications in the literature that online brand trust is significant in implementing and promoting online banking. The banking industry has taken many initiatives to increase the online banking customer base, yet with a slow growth rate. Therefore, the findings of this study can be used to strategically improve the customer's perception on online banking through critically focusing on the significant relationships found in the study.

THE IMPACT OF COVID-19 ON VENTURE CAPITAL IN SMALL AND MEDIUM-SIZED ENTERPRISES-A CRITICAL PERSPECTIVE

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The COVID-19 pandemic has dramatically remodeled the country's economy toward small and medium-sized enterprises and it is now mostly influenced by the economic growth of each developing country. Supporting SMEs, are one of the most important driving forces in developing the nation's economy to accelerate growth and become self-sufficient. Venture capital is the main source of equity for SMEs as a start-up business. The study objective of how COVID-19 has halted SMEs and venture capital also further highlighted the holistic view of the practical implications of venture capital in the crisis. The methodological tool of the research method is a conceptual analysis and study is to critically investigate the venture capital its impacts on small and medium-sized enterprises from the COVID-19 perspective. The outcome of the study can enlighten the existing literature review gap in venture capital to small and medium-sized enterprises in the global crisis. However, the COVID-19 pandemic has created financial distance between SMEs and investors, and the seed capital for SMEs have also been affected due to uncertainty. The outcome of the study can be useful to provide significant implications and insights into venture capital and SMEs from the COVID-19 perspective. Finally, future studies will explore broad avenues to develop a resiliency model to venture capital for SMEs in the practical context and fulfill the gap in the existing literature review.

Keywords: COVID-19, Small and medium-sized enterprises, and Venture capital.

THE IMPACT OF EXTERNAL DEBT ON BALANCE OF TRADE DEFICIT IN SRI LANKA

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Sri Lanka has undergone a trade deficit in which imports exceed its exports, and the export performance was inadequate to reduce the trade gap over the past four decades. The level of high external debt and high trade deficit resulted in harmful effects on the Sri Lankan economy. Sri Lankan Government's external debt was increased by 56 US \$ in 2019. The relationship between trade balance and external debt has not been analyzed widely in Sri Lanka. Hence, this research attempt to analyze the impact of external debt on balance of trade deficit using econometric techniques. Time series annual data from 1978 to 2017 was used for the analysis. The study adopted Augmented Dickey-Fuller (ADF), Auto-Regressive Distributed Lag (ARDL) and Error Correction Model (ECM) tests to check the Stationarity, Long-run and Short-run relationships respectively. The trade balance is the dependent variable and external debt, real GDP, trade openness, and inflation rate are the independent variables used in this study. According to the test findings, all the variables are stationary; and there is a significant positive impact of external debt on balance of trade deficit at 10% significance level while other variables have insignificant negative impact on trade deficit in the long run. External debt and openness have positive impact while other variables have insignificant negative impact on trade deficit in the short run. Hence, this study confirms that a 1% increase in external debt amount will enhance the trade deficit by 21.2% in Sri Lanka. Therefore, the government of Sri Lanka should implement proper policies; maintaining the sustainability of external debt service enhance and diversify exports, while at the same time, decrease expenditure on imports and improve ways of attracting FDI. It is vital to encourage more domestic value-adding processes with greater export performance in Sri Lanka.

Keywords: *Balance of trade deficit, Economic growth, External debt, Inflation, Trade openness.*

MEASURING THE WELL-BEING OF EMPLOYEES IN PRIVATE AND GOVERNMENT SECTORS OF SRI LANKA DURING THE COVID-19 PANDEMIC

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Social distancing, lockdown, and mask mandate are no longer new terms as COVID-19 pandemic continues to impact our everyday lives. The negative economic consequence of the pandemic is visible and quantifiable. However, the psychological influence of social distancing and other precautionary measures imposed to control the pandemic is yet to be unfolded. During the first wave of the Covid-19 pandemic, employees of government and private sectors adopted work from home practices and minimized physical interactions. As a result of the direct and indirect impact of the pandemic, the entire lifestyle of employees who occupy urban areas has significantly changed. Accordingly, this paper examines the impact of the COVID-19 on the well-being of the executives working in the private and public sectors of Sri Lanka. The authors also explored how four sub-dimensions of SWB, health, relationships, mental and physical safety, and future security, have changed during the COVID-19 pandemic. A total of 504 executives (65.5% males and 34.5% females) working in private (53.2%) and public (46.8%) sector organizations in Sri Lanka participated in this study. The study was conducted through a specially designed online application during the lockdown period between April to June 2020. The Well-being Index measured the content domain of personal well-being: Adult version PWI-A (Cummins et al. 2014). Additional nine items were included in the questionnaire to obtain data related to participant's socio-demographic variables. Results indicated an average PWI score of 73.17, a slightly high score for the Asian region. Findings of the study revealed that both males and females had low satisfaction scores for the subdomains of health, mental and physical safety, and future security. However, satisfaction in relationships was significantly high in married individuals than the unmarried individuals. Thus, we conclude that despite overall high well-being, subdomains of well-being were affected by the COVID-19 and associated precautionary measures. Further, we conclude that the impact differs according to gender, educational qualifications, and marital status. The insights from this study could support adopting new mechanisms to enhance the work-life balance, employee satisfaction and employee engagement.

Key words: COVID-19, Non-pharmacological interventions, Personal Well-being, Employees, Public and Private sector.

COVID-19 IMPACTS ON UTILIZING PUBLIC GREEN SPACES AND HUMAN WELL-BEING IN URBAN AREAS

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The COVID-19 outbreak and its immediate impact on all aspects of human life have changed the habits and routines of inhabitants in many countries in the world. During the lockdown and restrictions placed on public activities and gatherings, green spaces have become one of the only sources of resilience amidst the coronavirus pandemic, in part because of their positive effects on psychological, physical, and social cohesion and spiritual wellness. The objective of this study is to identify the impact of COVID-19 on the public green space and human well-being with the effects of social isolation during the pandemic. This Survey was conducted from March to May 2021; it collected 75 responses from residents of urban areas in Colombo, Galle, and Matara during the pandemic season based on an online survey questionnaire. Results showed that urban residents normally need accessible public green spaces, mainly for physical exercise, relaxing, and observing nature. 70.7% of responders have a habit to visit parks/open green places while 5.3% of responders don't have a habit to visit parks/open green places. 86.7% of responders are using urban parks & gardens, stream corridors as their green space places. 52% of the respondents believe their wellness status is slightly worse, and they do not experience adequate social contact with others during the pandemic. Also, they spent time in the public green spaces between two or three hours before the pandemic, but during the pandemic situation, 72% of people spent in there less than one hour. According to the study, about 67.6% of participants have been strongly agreed that the enhancement of the urban green spaces and these places could have been contributed to enhance the individual and community resilience during stressful times.

Keywords: *Covid-19, Public Green Spaces, Urban, Visitors, Well-being.*

TRACK 03

SOCIAL SCIENCES

Difficulties Faced by Students with Visual Impairments Under Pandemic: Need of Equitable Decision Making Process	32
Need of Sexual Education: Use of Contraceptive Methods During The Pandemic	33
Impact of Covid-19 Towards The Functionality of the University System: A Literature Review	34
The Impact of Covid-19 Pandemic Outbreak On Mental Disturbance Among Primary School Students in Sri Lanka	35
Identification of The Livelihood Issues Currently Facing Sri Lanka in The Context of Post- War Conflict: A Study Based On the Morawewa South (12025) And North (12030) Morawewa Gramaniladari Divisions, Trincomalee District	36

A Study On the Use of New Technological Communication Methods for The Sexual Needs Of Peer Groups	37
Dancing at A Distance: Challenges of Online Teaching and Learning in Dance Education	38
An Investigation into Covid-19 Impact On Female Cosmetologist Life: A Study of Wellawatta South	39
Family Relationships and Adoption of Schoolteachers to The Online Teaching Platform: An Empirical Study with Reference to Married Female Government Schoolteachers in Bandaragama Divisional Secretariat, Kaluthara, Sri Lanka	40
Philosophical Assumptions On Causes Behind the Spread of Covid-19 Virus	41

DIFFICULTIES FACED BY STUDENTS WITH VISUAL IMPAIRMENTS UNDER PANDEMIC: NEED OF EQUITABLE DECISION MAKING PROCESS

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Due to the COVID-19 pandemic, Sri Lankan schools across the country took immediate decisions to shut their doors. There is no substantial involvement in education is willing to take part in the discussion about the education process of Students with Visual Impairments under COVID-19 up to date. The main objective of this study was to identify the difficulties that Students with Visual Impairments faced under online education and sub objectives were identifying the strategies to overcome the difficulties in online education and identifying the teachers' and supportive staff perspective on online education. The sample size was 25. Sample was derided under purposive sampling method. Semi-structured interviews were conducted with 05 (n=05) educational supportive teaching staff of Rienzie Alagiyawanna School for the Deaf and Blind Anuradhapura for Students with Visual Impairments. Twenty (n=20) students (Age 14- 19 with visual impairments) with Visual Impairments also interviewed under the research. Both quantitative and qualitative data was collected and analyzed under thematically analysis. The lack of knowledge of the teaching and supportive staff on online technology has become a major issue. The formal onsite education system that gave attention and care towards the Students with Visual Impairments has challenged under online education. Measuring students' development and understanding the needs and changes has broken-down. Physical and mental stability of Students with Visual Impairments have been challenged. The practical and activities have completely collapsed under online education. The Findings show that a fixed process of training parents and encouraging parents to volunteer is a need of time as a solution for the future wellbeing of students with Visual Impairments. Need of developing Audio Libraries for students were highly encouraged by the respondents. The exclusion and inobservance in decision making has damaged the education process of students with Visual Impairments and it has caused desertion the education and the disappointment about being Visual Impairment as a result of the online education process.

Keywords: *COVID-19, Exclusion, Online Education, Visual Impairments.*

NEED OF SEXUAL EDUCATION: USE OF CONTRACEPTIVE METHODS DURING THE PANDEMIC

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The COVID-19 crisis could leave significant numbers of women and couples without access to essential sexual and reproductive health care. The reason of rising unexpected births during pandemic, this issue became a global discussion. The research problem of the study was, what are the common contraceptive methods have used during this pandemic period? Identifying the reasons and facts regarding use of contraceptive methods that used during this period was the main objective of the study and identifying the secondary contraceptive methods that used during the pandemic period was the sub objective of the study. The sample was 20 families (n=20). In this study, Need of Sexual Education: Use of Contraceptive methods during the Pandemic, the sample was 20 families (n=20). Sample was derided under purposive sampling method and there 20 newly married couples, who got married in between March of 2019 to January of 2021 were selected purposively. Both quantitative and qualitative data was collected using semi structured questionnaires using online platform. The majority (85%) of the couples has used condoms as their major contraceptive methods and as the second option they have used natural methods like Withdrawal method and Calendar rhythm method during the pandemic. 06 of the respondent families have faced with unexpected births during the pandemic. They have mentioned that the lack of knowledge beyond the condoms was the main reason for it. The natural contraceptive methods hasn't worked totally successful in-between them. Only 25% of the respondents were known about modern contraceptive like, The Oral Contraceptive Pill, Intrauterine Device (IUD), The Contraceptive Implant, The Contraceptive Injection, Contraceptive Ring and Diaphragm. The condoms weren't able to satisfy their needs or conditions as the expected. The analysis concludes with the recommendation that Sri Lanka should include family planning and reproductive health services in essential services. And also it is responsible to develop strategies to ensure that men and women are able to exercise their reproductive rights during the COVID-19 crisis.

Keywords: *Contraceptive methods, Covid-19, Family planning.*

IMPACT OF COVID-19 TOWARDS THE FUNCTIONALITY OF THE UNIVERSITY SYSTEM: A LITERATURE REVIEW

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Syntheses of existing literature provide a broad framework of the impact of COVID-19 to the functionality of Higher Education sector globally. The literature review comprised various published sources on the impact of COVID-19 to the functionality of Higher Education, such as journals, periodicals, seminal books, and other published materials. The main focus of the study was to find out the current literature on the impact of COVID-19 towards the vulnerable areas of the functions of Higher Education Institutes. After analysis of a wide range of renowned literature, it was found that the COVID-19 pandemic triggered various changes in the World Higher Education. The study found that following as the impact of COVID-19 on Higher Education; creation of teaching & learning gap, effect on research & innovation, loss of financial stability, reduction international mobility, changes in examinations & assessments, reduction in student enrollment, delays in academic calendar and lay-offs/salary cuts of the staff. The empirical evidence further showed that most Higher Education Institutes have created disaster resilient plans and initiated innovative approaches to teaching, research and examinations and they have understood their obligation to the students and the community, agility and adaptability to the prevailing situation. The review ascertained that the Higher Education community is now ready to move from a crisis management situation to new normal with long term planning. Moreover, the findings highlighted the literature gap in the area of impact of COVID-19 to the functionality of the Higher Education. The researcher believes that the findings of the literature review may be useful for any future similar research study.

Keywords: *Academic & administrative functions, COVID-19, Higher education.*

THE IMPACT OF COVID-19 PANDEMIC OUTBREAK ON MENTAL DISTURBANCE AMONG PRIMARY SCHOOL STUDENTS IN SRI LANKA

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Covid-19 pandemic has impacted primary school students' education. Unlike university students, self-studies approach is not effective for primary school students. As their cognitive skills are not developed at the enough. Thus, primary school students are the more helpless cluster in the current social condition. Hence, this research explores the knowledge about the stress among primary school students during the pandemic situation. Is there an impact on online educational system of on primary school students' mental is the problem of this study? Thus, the main objective of this research is to identify the behavioral abnormalities and mental disorders suffered by students. The sample consisted of 100 students in Gampaha district. Students have been selected through convenience sampling under non-probability sampling method. Data were collected using questionnaires and interviews. Quantitative data were gathered thorough "Perceived Stress Scale" and qualitative data were gathered by questioning students over the internet. Data were analyzed using SPSS. Results revealed that 64% of stress symptoms, 21% of anxiety symptoms and 15% of depression symptoms has interpreted by students. Interview statements reveled that majority of boys have addicted to the games. Hence, they pretended some abnormal behaviour in these days as, worrying about unavoidable reasons, getting aggressive, fatigue, inattention, nightmare. Findings emphasize that online education system has created mental disorders and abnormal behaviors due to the stress of primary school students in Sri Lanka. Unlike university students, primary students are not able to adapt to that new situation effectively. Hence, due to the new learning system students' childhood is trapped on the internet cruelly. As such parents and family members included increasing communication with children to address their fears and concerns, playing collaborative, encouraging activities that promote physical activity using musing to reduce the worry, fear, and stress that the child face.

Keywords: *Online education, Primary school students, Stress.*

**IDENTIFICATION OF THE LIVELIHOOD ISSUES CURRENTLY
FACING SRI LANKA IN THE CONTEXT OF POST- WAR CONFLICT:
A STUDY BASED ON THE MORAWEWA SOUTH (12025) AND
NORTH (12030) MORAWEWA GRAMANILADARI DIVISIONS,
TRINCOMALEE DISTRICT**

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This Research focusses on the study of Development challenges, ethnic conflicts and issues in Sri Lanka's rural, semi-urban and urban three-pronged regions after three decades of war. The research was conducted in the area belonging to the morawewa grams niladhari division in the Trincomalee district and 60 families were used for the research sample. The main objectives of this research are to identify the challenges faced by the people of morawewa grams niladhari division in the post- civil war period in Sri Lanka, to study ethnic conflicts and ethnic issues. The problem with the research is what are the ethnic issues faced by the rural people in this area. Both qualitative and quantitative data were used. Research-related data were collected from parents through the questionnaire. Relevant data were collected from peoples through interviews to gather the required qualitative data Identification of the livelihood issues currently facing Sri Lanka in the Context of post- war conflict on. The research confirmed that the population of the area was primarily low-income and that the area was underdeveloped in the post-war context. It is also unique in that there was a pre-economic primacy among the people and that farming and hiring were the norm. Socially, post-war background shows that windows and their social security are declining and their children's education is not satisfactory. It was clear that people were in the embarrass situation in their low-income situation, also faced the troubles of their agrarian life, societal development and Rehabilitation programmed in launched by government and the non - government Organization should try to resolve those troubles. The research, based from problem confirms that people in that area still have social problems in the post-war context.

Keywords: *Livelihood issues, Sri Lanka, Post- war context, Trincomalee district.*

A STUDY ON THE USE OF NEW TECHNOLOGICAL COMMUNICATION METHODS FOR THE SEXUAL NEEDS OF PEER GROUPS

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There are many groups and people in society who have similar interests. Some are heterosexual and some are homosexual. There is also a section of society that is considered bisexual. The problem with this research was how to use new technological communication methods to meet the sexual needs of peer groups. The research used two main data collecting methods. Participatory monitoring was the first method, in which six key locations were used. The Colombo Fort Railway Station, the Vihara Maha Devi Park, the Kottawa Public Toilet and the Galle Fort Premises were 04 of those places, and also there were 2 workplaces and 2 other places. Here is a summary of my experience as a researcher in those locations, posing as a member of peer groups. The number observed was 100. Communicating with the Internet took place in several ways, mainly via the use of Facebook. It involved relationships with 12 people. Through Facebook, contacts were made with 12 persons. Communication also took place using a new media application called Grinder-Gay chat, which the gay community uses to communicate their information. The WhatsApp network was also used to gather information in this study. The data in the research were qualitative, and the descriptive methodology was also used to analyze that data. The conclusions were drawn based on the findings of the study. Confirming the hypothesis at the end of the research, it was concluded that the new technological communication methods used to fulfil the sexual needs of peer groups, develop aberrant social behaviors. The research also includes several suggestions that can be used to control this prevailing situation. The research also reviews the need for safe sex practices. The results of this research will be useful to members of these peer groups as well as the government policy makers.

Keywords: *Peer groups, Sex, Internet, Communication methods, Needs.*

DANCING AT A DISTANCE: CHALLENGES OF ONLINE TEACHING AND LEARNING IN DANCE EDUCATION

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Dance is a body language that expresses human experiences through creative body movements. Dance education consists of the knowledge and skills that help to build artistic communication with creative entertainment, which indirectly develops one's attitudes, values, and thoughts. This is a practical subject and is usually practiced through face-to-face teaching and learning approach. However, the Covid-19 epidemic affected ordinary human life and changed the way of teaching and learning in dance education. Therefore, implementing the teaching and learning system of dance education into a virtual learning environment is a major challenge for both teachers and learners. This study aims to identify the challenges, issues, and capabilities of online teaching and learning methodology in dance education during the Covid-19 epidemic. The study used a qualitative research approach and collected data from interviews, discussions, telephone conversations and feedback comments using online methods for lecturers/instructors and students who are actively involved in this online teaching and learning process in the higher education system. The result shows that online teaching and learning can be communicated in both direct and indirect ways. Many lecturers provide their lectures by directly communicating with their students through virtual platforms such as Zoom, Google meet, Microsoft team, and Webinars. Indirectly they communicate via LMS, Whatsapp, Viber, e-mail, etc. This virtual learning system provides students with a flexible and comfortable learning environment in which they can individually enhance their practical and theoretical knowledge but is unable to engage in group activities. Lecturers/instructors have more difficulty presenting their lectures perfectly and effectively with some technical issues and need more time to adapt their lessons to the virtual teaching environment than the face-to-face education system. The study concludes by exploring the advantages and disadvantages of lecturers and learners while engaging in online education to identify the challenges in dance education in the current context of the Covid-19 epidemic and how innovative learning approaches can be applied to the virtual learning process.

Keywords: *Online education, Covid-19, Epidemic, Dance education, Virtual learning.*

AN INVESTIGATION INTO COVID-19 IMPACT ON FEMALE COSMETOLOGIST LIFE: A STUDY OF WELLAWATTA SOUTH

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The current COVID-19 pandemic has impacted every sectors of the economy and consumers' day-to-day life activity. Specially, this outbreak has disrupted conventional cosmetology industry all over the world. In addition to that it's impact can be seen on the livelihood of female cosmetologist in Sri Lanka. The purpose of the study is to investigate the COVID-19 impact on female cosmetologist's life in Sri Lanka, special reference to Wellawatta South. To explore this study, a survey was carried out among female cosmetologist in Wellawatta. Snowball sampling method was used to select the fifty female cosmetologist to the study and the data collection method was done by telephone interviews to collect the primary data. All the outcomes were analysed through MS-Excel application. The research deals with economic impacts, such as loss of monthly income, lack of beauty materials, increases of new expenses. Furthermore, the social and psychological impact increased in the means of stress (20%), boredom (19%), loneliness (17%), depression (14%), emotional disturbance (13%), anger (11%), anxiety (10%) emotional exhaustion (7%), domestic violence and alienate from their society has been major social impact in the study. In addition to this, this study gives some recommendations, such as government should create the insurance schemes for female cosmetologists, All Female cosmetologist should be guided on how to give their service via online platform & awareness projects focusing on female to overcome from the social and physiological impacts.

Keywords: *COVID-19, Female Cosmetologist, Wellawatta south*

FAMILY RELATIONSHIPS AND ADOPTION OF SCHOOLTEACHERS TO THE ONLINE TEACHING PLATFORM: AN EMPIRICAL STUDY WITH REFERENCE TO MARRIED FEMALE GOVERNMENT SCHOOLTEACHERS IN BANDARAGAMA DIVISIONAL SECRETARIAT, KALUTHARA, SRI LANKA

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This study is to explore how family relationships have braced the married female teachers to adopt themselves to the unprecedented online teaching environment which came into being consequential to the new normalcy arisen during the covid-19 pandemic. Employing both qualitative and quantitative data obtained through in-depth interviews and questionnaires of twenty-five married female government schoolteachers in Bandaragama Divisional Secretariat, the nature of relationships in the family, i.e., the relationship with the husband, children and other family members were contemplated. Even though 84% (n=21) admit that their husbands are supportive of the online teaching particularly with technological assistance, the qualitative data extracted from the interviews contradict such finding in that the gender-based role of teachers bear a depending effect on online teaching. Nevertheless, it was further revealed that the level of support of the husbands depends on their level of education. The relationship with children is positively supportive as far as the technological dependence of the relatively older teachers on their children is concerned while the gender-based role of the woman in relation to childbearing has hindered the online classes of teachers with younger children. Other members of the family have been providing a considerable facilitation by standing in the dual role of almost 50% of the teachers (n=11). It is conspicuous that the family relationships have inimitably subsidized for the expedited adopting for a “work-from-home” system concurrent to the unfavourable sway surfacing from the dual role of women wherefore future researchers and policy-planners are encouraged to conduct further research and boost social apprehension and technological expertise aggrandizing the gender and generational independence.

Keywords: *Pedagogical, Online teaching, COVID-19, Dual role of women, Gender.*

PHILOSOPHICAL ASSUMPTIONS ON CAUSES BEHIND THE SPREAD OF COVID-19 VIRUS

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Philosophical assumptions are the crucial bases to determine the reality in both natural and social sciences. Therefore, understanding the philosophical analysis of the causes behind the spread of COVID-19 Virus is important since the pandemic has a dire global effect. However, philosophical assumptions are overlooked as it seemed to be limited to academic purposes. Further, analysis of the issue can be varied due to different ideological perspectives. The objective of the study is to identify philosophical assumptions of causes behind the spread of COVID-19 Virus. This is an archival study which uses a systematic review of literature. Study revealed a series of ontologies and epistemologies of natural and social science studies. Sociological, educational, and psychological research balancing out with interpretivist and realist paradigms whereas natural and physical science areas such as medical studies were conducted on positivist assumptions. However, a balanced use of perspective contributions from philosophies in natural sciences were also visible. It was revealed that citizens feel apathetic about positivistic findings because medical researchers were not interpreted in plain language. This could have been answered through a bridged philosophical standpoint. Furthermore, findings of the study highlight the importance of the ontologies and epistemologies strengthened through the philosophical paradigm. Study concludes by emphasizing the importance of understanding the philosophical assumptions of the causes behind the spread of COVID-19 Virus provided the situation of the new normal.

Keywords: *Philosophical assumption, Philosophical paradigm, Ontology, Epistemology, Axiology.*

TRACK 04

SUSTAINABILITY, DISASTER MANAGEMENT, AND LAW

Labor Exploitation Through 'Work from Home' During Covid-19: A Contemporary Analysis of The Sri Lankan Law	43
A Paradigm Shift on Labour Law During Covid-19: Towards Reconciliation in Employer-Employee Relations in Sri Lanka	44
Importance of Practice Quarantine and Prevention Disease Ordinance Affecting the Productivity of Human Resources in The Apparel Industry: Covid-19 In Sri Lanka	45
Legal Issues Facing International Business Management in The New Millennium	46
Effect of Covid-19 Pandemic Situation for The Child Neglection	47
Community Resilience Dimensions of Recurrent Droughts in Dry Zone, Sri Lanka	48

LABOR EXPLOITATION THROUGH 'WORK FROM HOME' DURING COVID-19: A CONTEMPORARY ANALYSIS OF THE SRI LANKAN LAW

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The Covid-19 health crisis has been a novel and eccentric experience to each and every country worldwide, which particularly brought about numerous unforeseen changes to the employment sector. The "Work from Home" Concept therefore introduced, was one of the most practical methods to tackle the risk of exposure to the virus, but it is a question if the employees are burdened with work overload, excessive work hours, and lack of annual holidays & leave. Even though Labor Exploitation is a legally addressed concept in Sri Lanka, the Covid-19 Pandemic and its unique setting appear to make such laws obsolete. The sole objective of this paper is to review this problem together with the current labor law stance in Sri Lanka and applicable international laws. Through extensive analysis on primary and secondary sources of law, survey findings and personal interviews focused on youth and middle-aged employees working from home during Covid-19 as the sample, it's seen that the laws and regulations on employment, hours of employment, health and comfort of employees as directed by The Shop and Office Employees Act No. 19 of 1954 in Sri Lanka has been practically overlooked. This is indeed a violation of workers' rights. As per the International Covenant on Economic, Social and Cultural Rights, all workers are rightfully entitled to reasonable working hours, rest and comfort during work but it's seen that, these regulations seem to be limited to paper itself under the prevailing circumstances in the country. It's been found that Labor Exploitation is tactfully masked by the concept of "Work from Home" thus, it's imperative that this subject area comes to notice in order to oblige employers to maintain strict adherence to labor law and use innovative and creative models to assign job functions to employees to ensure labor utilization while mitigating labor exploitation.

Keywords: *Covid-19, Labor exploitation, Labor laws, Workers' rights, Work from home.*

A PARADIGM SHIFT ON LABOUR LAW DURING COVID-19: TOWARDS RECONCILIATION IN EMPLOYER-EMPLOYEE RELATIONS IN SRI LANKA

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COVID-19 has caused irrefutably perdurable effects on global economic activities. Unilateral terminations of employment, deduction of wages and other labour right violations parallel to profit loss and threatened productions chains became the order of the day. Consequently, employer-employee relations have been confronted with the most unprecedented and demanding challenges in the contemporary context where the rights of the labour vis-à-vis the interests of employers is at loggerheads. This study based on black-letter research reviews the existing legal framework on labour rights paying attention to pragmatic predicaments of employers. It has been identified that labour statutes including the Termination of Employment of Workmen (Special Provisions) Act No.45 of 1971 lack provisions addressing emerging labour issues of unilateral terminations of employment, wage reductions and other labour rights violations including the new-normal concept of working from home. Further, the comparative analysis with the legal framework of the United States of America was suggestive of the lack of systematic regulation of guidelines for the employers in payment of wages, social security systems and other employee benefits aggravated by the lack of adequate discretion to the Commissioner General of Labour to face similar anomalous challenges. On the other hand, it is found that the current standstill made employees in a position being deprived of employee benefits. It is high time for the legislature to enact updated labour provisions paying specific attention to its flexible application, modernity and the possibility of a cohabitation and equal participation of the employer and employee. Furthermore, it is expected to revisit on the possibility of providing adequate consensus and subsidies for employers to flex their muscles in awarding their employees their due.

Keywords: Covid-19, Human resource management, Emerging labour issues, Labour law, Labour rights.

IMPORTANCE OF PRACTICE QUARANTINE AND PREVENTION DISEASE ORDINANCE AFFECTING THE PRODUCTIVITY OF HUMAN RESOURCES IN THE APPAREL INDUSTRY: COVID-19 IN SRI LANKA

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Covid-19 is a present pandemic that all humans are being face in the world. It is not only affected to human health that affect to economy of the country. The apparel industry is a major industry that contributes to Sri Lanka's economy and GDP. As it is relying highly on human resource, the productivity of employees is vital. Then, In Covid-19 pandemic, Quarantine and Prevention Disease Ordinance No.03 of 1897e is most important for higher human resource productivity, there has to be a safe and healthy environment. Then employers of apparel industry should be practice laws related to Covid-19. The present most of people are criticize employers of apparel industry because of not given complete attention of health and safety of employees. Higher productivity based on productivity of human resources such as employee health and wellbeing. Then the objective of this paper attempts to critical study about importance of practice Quarantine and prevention disease Ordinance for higher productivity of human resources in the apparel industry under Covid-19 in Sri Lanka as well as trying to emphasize connection between employee health and productivity of human recourses in the apparel industry. This study is largely based on qualitative approach on secondary data such as research papers, scholarly articles, statutes and online databases. According to the study found out good affective and importance of Quarantine and prevention disease Ordinance for productivity of human resource in the apparel industry. As a result of employers of apparel industry can be maintain their higher productivity on the ground of Covid-19. Further it will be help to continue stability of economy in Sri Lanka. Thus the conclusion emphasis that importance of Quarantine and prevention disease Ordinance affecting the productivity of human resources in the apparel industry with Covid-19 pandemic in Sri Lanka.

Keywords: *Apparel industry, Covid-19, Human resource, Productivity, Quarantine and prevention disease Ordinance.*

LEGAL ISSUES FACING INTERNATIONAL BUSINESS MANAGEMENT IN THE NEW MILLENNIUM

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This research identifies the legal issues that are fundamentally faced in the Asian region for study within the scope of research. The research examines the nature of the active role of international business in south Asian countries, as well as the legal issues facing bilateral and multilateral business relations within countries. This research is primarily focused on the legal issues faced in international business management. The primary objective of this research was to study the foreign laws and issues facing in the South Asia region in international trade. Moreover, the principal objective of the research is to investigate the current challenges of international trade and the problems posed by foreign laws and regulations. It also identifies risks in the management of international affairs. The Research methodology is qualitative research. Secondary data were collected through literature review and referring sources such as statutes, international treaties, academic writings, journal articles and sources. The most common legal issues in foreign countries include intellectual property protection, payment issues, taxation and other issues. The General Agreement on Tariffs and Trade (GATT) sets out rules to govern the operation of an internationally operating company. Those are international rules that solve legal problems. Before a company starts operating in a foreign country, it is important for it to look at some of the constitutional provisions that govern foreign affairs. It will help the company prevent legal battles. Furthermore, in addition to the challenges faced in the management of international business in South Asia, it was initially identified that the legal background in international business through foreign policy would undergo a number of changes as the domestic foreign policy of the South Asian state changes. According to the study, it is clear that international business law changes depending on the foreign policy of a country, which can be confirmed as a fundamental problem in international business.

Keywords: *Foreign policy, International Business Management, Legal Issues, south Asia.*

EFFECT OF COVID-19 PANDEMIC SITUATION FOR THE CHILD NEGLECTION

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Child neglect is defined as the failure of providing essential food, clothing, shelter, medical care, or supervision for the child's health, safety, and wellbeing for the child from a parent or another guardian who has the responsibility. Numerous factors could be affected for a child to be neglected. Among them, poverty is considered one of the major factors for child neglect. However, there is no reported research work to identify the association between poverty and child neglect in Sri Lankan Context. Covid-19 pandemic situation has decisively affected for increasing the poverty in all communities. Therefore, the objective of this study is to investigate the association between Covid-19 pandemic situations for child neglect in the Gampaha district. Data was collected using snowball sampling technique with a mix method approach. To achieve the purpose of the research, 10 interviews and 134 questionnaires were distributed to neglected children who were reported in Gampaha District, and 10 interviews were carried out for the parents. In this work, frequency analysis and Chi square test were used and content analysis method was used for analyzing purposes. Findings show that lack of nutrition, and unable to access health care (Physical neglect) were most common among the children. Experience less supervision (Supervision neglect) was considered as the second rating category. Compulsory education (Educational neglect) and emotional care (Emotional neglect) also were exhibited significantly in children's lifestyles. Based on the parent's intention, Covid-19 has critically affected their daily income and it has directly affected for providing basic needs for their children.

Keywords: *Child Neglection, Covid-19, Daily Income, Poverty.*

COMMUNITY RESILIENCE DIMENSIONS OF RECURRENT DROUGHTS IN DRY ZONE, SRI LANKA

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Since ancient times, droughts have been a frequent feature of the Sri Lankan landscape, resulting in major economic, environmental, and social impacts. The communities living in the dry zone, Sri Lanka are highly vulnerable to irregular northeast monsoonal precipitation that results in recurrent droughts. Non-systematic methods have been the mitigation initiatives of the last decades in the dry region, where the main emphasis has been on short-term solutions without focusing on long-term strategies. Community resilience is a vital determinant of how a community will interact with stressors and disruptions, but it has proven difficult to conceptualize and quantify. In order to improve the resilience capacity of the community against the effect of persistent drought, a context-specific resilience system is necessary. The objective of the present study was to establish a context-specific resilience framework for the effects of recurrent droughts on the dry zone. The study focused on examining several dimensions of community resilience and strengthening the resilient strategies. Following an extensive literature review, the elements of the conceptual framework were identified under economic, infrastructure, social, environmental, educational and governance. The data was gathered through focus group discussions (n=05) and in-depth interviews of communities (n=18) using a semi-structured questionnaire basing aforesaid elements in five selected areas of North Central province. The qualitative data was analyzed using the thematic method. The study reveals that resilience indicators in the form of official statistics were not substantially linked to the real perceptions of resilience in societies. The local communities reflected low adaptive capacity to recurrent droughts, highlighting the context-specific interventions to enhance community resilience to meet national development priorities. Hence, a high priority should be given to integrating adaptation measures into sustainable development strategies. Moreover, the findings raise a concern about data gathering from rural communities in order to make policy changes about their resilience.

Keywords: *Community resilience, Disaster management, Dry zone.*

TRACK 05

LANGUAGE AND LITERATURE

A Correlational Analysis of Learner Perceptions of the Materials of Grade 11 English Language Textbook	50
An Analysis of Longus' Daphnis and Chloe: From Innocence to Experience: Discovering Oneself in The Collective Unconscious of the Pastoral Life	51
Effectiveness of Machine Translation in Translating Technical and Literary Documents: A Comparative Study Concerning the Google Translate Output	52
Rereading The Road from Elephant Pass Within the Limits of Imagined Communities and National Allegory	53

A CORRELATIONAL ANALYSIS OF LEARNER PERCEPTIONS OF THE MATERIALS OF GRADE 11 ENGLISH LANGUAGE TEXTBOOK

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This paper presents the findings of a survey on the perceptions of the units, themes and lessons of grade 11 English language textbook. The objectives of the study were to determine the appropriacy of the units, themes and lessons and examine the role of the lessons in improving speaking skills. The study used a non-experimental research design and a structured survey questionnaire was used to collect data. The sample (n = 207) was derived from a population of grade 11 students from 3 schools. Several statistical measures were run on the data. Significant regression was found ($F(1,201) = 14.800, p < 0.000$) with an R^2 of 0.069. It was evident that 83% of the students preferred the English language textbook, but only 17% reported that they disliked the textbook and workbook. It was clear that 67.1% of the students reported that having a clear explanation of the lessons could be effective. 62.3% of the students reported that they needed to learn English language grammar, and 60% of the students expressed the need for using technology for effective learning. We recommend revising the lessons to suit the proficiency levels of the students. Adding communicative activities are also recommended as some of the lessons did not interest the students. A small sample contributed to low statistical power and limited generalizability of the findings. Future studies involving a large sample of students are needed.

Keywords: *Lessons, Perceptions, Proficiency, Textbook, Themes.*

AN ANALYSIS OF LONGUS' DAPHNIS AND CHLOE: FROM INNOCENCE TO EXPERIENCE: DISCOVERING ONESELF IN THE COLLECTIVE UNCONSCIOUS OF THE PASTORAL LIFE

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One of the most discussed topics concerning the ancient Greek pastoral romance, Daphnis and Chloe of Longus is his depiction of the protagonists' journey from innocence to experience. As inherent in the ancient idyllic pastoral romances, Longus portrays the innocence of Daphnis and Chloe through their ignorance and apparent lack of instinctive understanding of their existence and sexuality. Their enlightenment in experience takes place not only through empirical training but also with their gradual discovery and synchronization with the collective unconscious of pastoral life. Thus, this paper holds the protagonists' journey from innocence to experience also in the light of perceiving oneself in and realizing their relationship to the collective unconscious of the pastoral, rustic reality depicted in the novel. This study is based on a close reading of Longus' Daphnis and Chloe and library research analyzing the psychological development of its protagonists concerning Carl Jung's theory of the collective unconscious. The psychological development of Daphnis and Chloe is analyzed in relation to Jung's theory of the collective unconscious according to their gradual maturity in dealing with intuitive aspects of life. Hence, this paper emphasizes the protagonists' synchronization with the collective unconscious of pastoral life along with their journey from innocence to experience.

Keywords: *Carl Jung and Longus, Collective unconscious, Daphnis and Chloe, Psychology and ancient pastoral romance.*

EFFECTIVENESS OF MACHINE TRANSLATION IN TRANSLATING TECHNICAL AND LITERARY DOCUMENTS: A COMPARATIVE STUDY CONCERNING THE GOOGLE TRANSLATE OUTPUT

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Translation studies has improved its scope with the advancement of technology. Out of the Computer-based translation methods, Machine Translation, the process of translating a text using a Computer program has gained vast popularity amidst the issues of the productivity of the output. The objective of the present study is to unveil the effectiveness of Machine Translation in translating Technical and Literary documents from English to Sinhalese using Google Translate as the Machine Translation System. The study is mainly focused on to compare the effectiveness of Machine Translation when translating the two different types of documents: Literary and Technical. In this study, the texts of four Technical documents and four Literary documents were analyzed giving priority to the sentence pattern and the morphological difference. As the findings of this study, it was found that Google Translate was able to identify the appropriate words for the target texts in the Technical documents but occasionally, sentence patterns were slightly different from the original texts. In Literary documents, it was identified that there are many morphological issues in the translated texts and even the sentence patterns of the translated texts were vague. Especially the cultural terms used in Literary texts were translated with errors, thus reducing the quality of the output. However, these findings paved the way to conclude that, when comparing the effectiveness of the translations of the two types of documents, Google Translate is more applicable in Technical Translation than Literary Translation. The post-editing process is required to come up with an accurate and high quality output for both Technical and Literary documents.

Keywords: *Google Translate, Machine Translation, Productivity, Quality, Technical and Literary Documents.*

REREADING THE ROAD FROM ELEPHANT PASS WITHIN THE LIMITS OF IMAGINED COMMUNITIES AND NATIONAL ALLEGORY

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Nihal de Silva's *The Road from Elephant Pass* explores the fictionalized portrayal of women soldiers conscripted by the LTTE in the early 1980s and the effects of a revolutionary nature of the war on traditional gender roles. Silva, similarly, critiques nationalism and the oppressive division of labour in Sri Lanka, which fuels ethnic conflict in Sri Lanka in gendered terms. The tension in Silva's novel between the political liberation project as national/romantic allegory uniting Sinhala and Tamil and gender roles causes as ultimately endorsing patriarchal claims of Anderson's 'imagined communities' thesis in the dramatic context of women's participation in the civil war. The theoretical framework of Anderson's 'imagined communities' and its notions of 'nationalism', 'nation-ness' and 'imagined community' is valuable in discovering how Silva's novel brings gender-based work into the Sri Lankan 'national allegory'. Jameson's notions of 'third world allegory' and 'national allegory' provide the foundation for this claim. The purpose of this study was to explore how Silva fictionalizes the post-war plans for Sri Lanka including the reunification of ethnic groups and rebuilding the nation through renegotiation and revisioning its ethnicity and nationalism. Silva attempts to unite the two ethnic groups which are divided into different ethnicities. A content analysis of data from the novel and the secondary literary sources was conducted in order to achieve the objectives of the research. The results show that a gendered heterosexual romance serves as the basis for national allegory reconciling polarized ethnic communities at war. Ethnic reunification through gender harmony looks at how ethnic reunification can be achieved through gender harmony. Silva blurs the boundaries between the two races and unites them to form an imagined national allegory.

Keywords: *Ethnic reunification, Gender harmony, Gender roles, Imagined communities, National allegory.*

Conference Proceedings

The 2nd International Conference 2021 IC2 - IHRAUOC

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and Management



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ISBN - 978-624-5467-02-0



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