

Proceeding of the 6th International Conference “Flourishing the
Knowledge Beyond the Existing Paradigms”.

ICSUSL 2017

From 3 - 5th May 2017

Faculty of Management Studies and Faculty of
Social Sciences and Languages

Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka

Proceedings of the 6th International Conference 2017

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Introduction

The continuous successful journey of biennial International Conference of Sabaragamuwa University of Sri Lanka (ICSUSL) for the last 12 years enables the 6th International Symposium. Truly it is a gathering of researchers, academics, professionals, industrialists, policy developers, postgraduates and undergraduates from diverse fields to disseminate their latest research findings, while networking with interdisciplinary researchers worldwide. As ICSUSL has contributed and facilitated by renowned researchers and scholars from diverse academic disciplines continuously, it has become a popular academic platform for the local and international presenters and participants to disseminate and share the latest knowledge and research experience.

Sabaragamuwa University of Sri Lanka including Vice-Chancellor and Conference Committee is proud to hold the 6th ICSUSL in May 2017 under the theme “Flourishing the Knowledge Beyond the Existing Paradigms”. This would be another giant effort of the university in further making it nationally and internationally acclaimed through the contribution of the presenters, participants and sponsors. The 6th ICSUSL will be held in Kandy, the latest kingdom and a world heritage city of Sri Lanka to provide a fascinating and enjoyable venue for all the presenters and participants with the panoramic view of the Hill capital of the country. The symposium will be held at the latest four-star hotel

“the Grand Kandyan Hotel” on the top of a hill overlooking the Temple of Tooth and the Kandy city. The symposium will be enriched with conference tours to World Heritage Sites and Nature Hotspots in the hill country.

Objectives of the 6th ICSUSL

- To ensure academic and research contribution of the university for national and global development
- To provide an enjoyable and useful platform for the latest knowledge dissemination for local and international researchers and research students
- To strengthen the research culture within the university and the country
- To contribute Sri Lanka to become a prominent hub of knowledge dissemination

Key note Speaker: Prof. Emeritus WD Lakshman

Message from Deshamanya Professor (Emeritus) W. D. Lakshman



I take great pleasure in contributing this message for the souvenir published by Sabaragamuwa University of Sri Lanka on the occasion of its Sixth International Conference (2017). Research for new knowledge is one among the three-fold functions of a university, the other two functions being teaching/training and community service. We must welcome Sabaragamuwa University academics for making the goal of its annual research forum of 2017 the search for “Knowledge

beyond Existing Paradigms”. Thomas Kuhn, the historian of science who popularized the paradigm concept among scientists defined it as the doctrinal core that the majority of practising scientists are prepared to take for granted. From a broader sociological sense the term meant the entire constellation of beliefs, values, techniques and so on shared by the members of a given scientific community – a “world view” in a sense. Kuhn defined a paradigm shift leading to a change in the "world view" of the scientific community as a scientific revolution. A research forum organized with the objective of searching for knowledge beyond existing paradigms would indeed be aiming at truly lofty ideals.

As many countries in the world today, Sri Lanka too is increasingly becoming a ‘knowledge economy’ where the greater reliance is placed on intellectual capabilities of people rather than on the country’s physical or natural resources. All organizations, in both public and private sectors, have to be involved in knowledge production, development of new knowledge-driven industries and in generating continuous technological advances. Universities in the country, leading in theoretical and applied research, are called upon to be in the forefront of this drive towards creation of new knowledge. The decision of Sabaragamuwa University in this annual research forum to focus on the process of creation of new knowledge should encourage the country’s research community in its totality – the entirety of the university and research institute sector – to provide leadership to current development processes based increasingly on the application of new knowledge and technology.

This conference must turn out to be more than just presentations of, and commentaries on, a series of research papers. Sabaragamuwa University community seems to be confident that what they start in a small way in this conference will produce widely felt impacts among the research community of the country as well as among its policy makers. Let us hope that these others will take initiatives to take forward what is started at this conference. I hope and wish that this international conference will truly signify the beginning of a series of dialogues that will take the available “knowledge beyond existing paradigms”.

A handwritten signature in blue ink, which appears to read "W. D. Lakshman". The signature is written in a cursive style and is positioned above a horizontal line.

Professor W. D. Lakshman

Key note Speaker: Prof. Kalinga Tudor Silva

Message from Professor Kalinga Tudor Silva



It gives me great pleasure to send this message on the occasion of the 6th International Conference of the Sabaragamuwa University of Sri Lanka to be held in The Grand Kandyan Hotel, Kandy from May 3 to 5,

2017. This conference will feature the latest research by the faculty of the Sabaragamuwa University and other universities and research institutions in Sri Lanka and abroad. The overall conference theme “Flourishing knowledge beyond the existing paradigms” set a high standard for the conference and judging by the topics covered and the participants listed, there is a good chance that this overall objective will be reached at least in some fields. There is an interesting and rich line up of presentations by specialists in a range of disciplines including natural sciences, humanities, social sciences, business studies, agriculture and environmental sciences. As a senior social scientist, I am particularly happy to see that there are many social science topics covered and a deliberate effort made in this conference to showcase possible contribution of social sciences for addressing current challenges facing the country, including development, social harmony, peace and reconciliation and environmental challenges. My sincere congratulations and best wishes to all those people who organized this event and tirelessly worked towards making it an outstanding success!

Key note Speaker: Prof. Jeremy Buultjens

Message from Professor Jeremy Buultjens



It is my very great pleasure to be attending and presenting at the 6th International Conference of Sabaragamuwa University in Kandy. I am presenting on the role universities can play in promoting sustainable development and it is conferences like

this one that make a very important contribution to sustainable development. I have been working with colleagues from Sabaragamuwa University since the early 2000s and we have examined various issues including the management of Yala National Park and the Whale Watching industry running out of the Mirrissa and Galle ports. Hopefully our findings can provide input into the sustainable management of these industries into the future.

As I note in my presentation sustainable development has been widely accepted as a guiding principle in most aspects of human activity but yet there is still a considerable amount of work to be done to ensure its proper application. One necessary precondition is to ensure an increasing awareness of the importance of sustainable development amongst all stakeholders within a country and universities can play a vital role in this. Universities can assist this process through carefully targeted research, curriculum development, appropriate teaching and training as well as developing partnerships with government, non-governmental organizations and industry.

In concluding I would once again like to thank the organisers of the 6th International Conference of Sabaragamuwa University and I wish all the participants a very successful conference. I would also like to acknowledge the wonderful conference venue – the Grand Kandyan Hotel.

Key note Speaker: Prof. Rachel Dodds

Message from Professor Rachel Dodds



Ayubowan...! I am honored to be invited to Sri Lanka to speak at the 6th International Conference of Sabaragamuwa University.

Over the past few days I have had the opportunity to visit and travel around your beautiful country and witness first hand the beauty – not only of your heritage sites and gorgeous landscapes

and vistas, but also your people, food and culture. I feel that being able to see your country first hand is important so that I have an understanding of your country's successes and challenges, especially as a goal of this conference is about national and global development.

The year 2017 has been declared, by the United Nations, as the International Year of Sustainable Tourism. Perhaps because of the broad nature of sustainable tourism and sustainable development, this conference also covers many themes - business and management, political and language studies, technology, natural resource management and environmental science. These themes also all tie into heritage and cultural preservation and are closely linked to those of sustainable tourism development.

It is because of these varied themes that the title of my talk will be Rethinking Tourism: Sustainability and Heritage. Throughout my life, I have been lucky enough to travel to over 80 countries and work with governments, non-profit groups, industry and the communities in which tourism operates. Although my current role is in academia as a Professor in Canada, I hope to share my experiences and thoughts on tourism development globally, how Sri Lanka is being positioned and what the future may hold. Sri Lanka is a relatively young country when it comes to being on the tourism map even though its assets are centuries old. It is a country that has much to offer and the decisions made today will impact not only current livelihoods, but also future populations. Is Sri Lanka on the right path of tourism development?

I look forward to meeting many of you at this conference.



w Rachel Dodds

Extended Abstracts

International Symposium of Sabaragamuwa University of Sri Lanka

(ICSUSL) - 2017

Session Tracks

01. Accountancy and Finance
02. Agri business management and agricultural extension
03. Culture and Arts
04. Eco-business Management
05. Economics and Statistics
06. Entrepreneurship and Small Business Management
07. Food Science & Technology
08. Foreign Languages –English
09. Foreign Languages û Other (Japanese, Chinese & Hindi)
10. Geography and Environmental Management
11. Geomatics
12. Human Resource Management
13. ICT in Sustainable Development
14. Law and Political Science
15. Marketing
16. Natural Resource and Environmental Science
17. Sociology
18. Sport and Physical education
19. Sustainable Agriculture and Livestock Production
20. Tamil Language
21. Tourism and Hospitality