

# **A STUDY ON THE CONSEQUENCES OF ORIENTATION PERIOD ATTIRE: A CASE STUDY AT THE FACULTY OF MANAGEMENT STUDIES, SABARAGAMUWA UNIVERSITY, SRI LANKA**

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## **1. Introduction**

Clothing is an artifact of organizational culture, and researchers have shown it can have various effects on participants. The Faculty of Management Studies students at Sabaragamuwa University, Sri Lanka, adhered to a dress norm during the orientation, especially for first-year students. Currently, students have varying opinions on the norm's continuation; despite a temporary halt, some views emphasize the need for its future continuation. Furthermore, no scientific investigation has been carried out in the Sri Lankan context to comprehend a similar situation, especially since the consequences of the dress code are underexplored. To address a current practical scenario and fill a knowledge gap, the study aimed to explore the effects of the orientation period dress code as perceived by students.

## **2. Research Methodology**

The research employed an inductive approach, a descriptive research design and a qualitative methodology. Employing the purposive sampling method, semi-structured interviews were conducted with 10 students. Thematic analysis was conducted in analyzing data.

## **3. Findings and Discussion**

Some participants emphasized positive aspects of the dress code, noting its facilitation of student recognition and its novelty as a new experience for them. Yet many participants revealed the negative consequences associated with the dress code, such as reduced self-confidence and self-image has negative consequences for their academic performance too. Most participants in this study urged changing the orientation period dress code to align with contemporary fashion and students' preferences.

## **4. Conclusion and Implications**

The study suggests that the dress code implemented in the students' subculture in the present context has negative consequences, emphasizing the necessity of permanently halting its future implementation.

**Keywords:** Dress code, Orientation period, Sri Lanka, Subculture.