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PREFACE

Global Academic Research Institute is proud to present GARI SUMMER MULTIDISCIPLINARY RESEARCH SYMPOSIUM 2018 & Academic affiliation with National E-Learning Resource Center [NELRC] in University of Kelaniya, which is a series of successful research symposium. The Inaugural Session and the Technical Sessions were conducted on 18th May 2018 @ Gall Face Hotel, Colombo, Sri Lanka. The conference was organized into different disciplines which empirical, conceptual and methodological papers were received from academics, practitioners and public policy makers were accepted paying austere attention to the academic standards of the papers. To maintain consistency, authors were prescribed to follow the academic writing format of the GARI Publishers. The reviewing process was apparently transparent where papers underwent a double blinded review process by eminent subject specialists in respective areas. Thus refereed full papers selected to be presented at the conference were published here. We do not assume any responsibility for any errors or omissions in the research papers which rests solely with the authors.

Chief Guest Prof. D. M. Semasinghe, the Vice Chancellor of the University of Kelaniya an enlighten the conference on 2018, Special thank goes to key note addresses & Co-chairs made by Dr. Chandana Kasturi Arachchi (Faculty of Education, University of Colombo), Seetha Sagarani (Dubai, U.A.E), Dr. Shalika Pathirathna (Northshore College of Business and Technology), Dr. Narendra P. Parchure (Symbiosis Centre for Distance Learning, India), Dr. Taik Kim (Asso. Prof., New Mexico Highlands University, USA), Dr. Namali Suraweera (Director, National E-Learning Resource Center, University of Kelaniya), Asst. Prof. Rommel V. Tabula (Rajamangala University of Technology Lanna Tak, Thailand), Dr. Pallavi Soman (Symbiosis Centre for Distance Learning, India), Dr. Mathi Kandiah (Deputy Dean, BMS, Colombo) & Dr. Amit Kumar Dutta (MATS University, India). The organizing committee specially thanks to our Journal Publications GARI Publishers and GARI International Journal of Multidisciplinary Research, SAP publisher, International Women Online Journal of Distance Education, GLOKALDE, International Journal of Engineering Research, International Journal of Scientific Engineering and Technology, Further the support given by GARI Tours as Travel partner, Sri Lankan Air-line as our international Air-line partner, Official Creative Partner Sameera Artco & Sri Lanka Convention Bureau. The conference committee expresses deep gratitude to the panel of reviewers for the priceless service rendered. Finally the committee extends sincere thanks to the presenters and participants for the valuable contribution and active participation.

Conference Committee
SMRS 2018

ABOUT SRI LANKA

This is an island of magical proportions, once known as Serendib, Taprobane, the Pearl of the Indian Ocean, and Ceylon. Set in the Indian Ocean in South Asia, the tropical island nation of Sri Lanka has a history dating back to the birth of time. It is a place where the original soul of Buddhism still flourishes and where nature's beauty remains abundant and un-spoilt. Few places in the world can offer the traveler such a remarkable combination of stunning landscapes, pristine beaches, captivating cultural heritage and unique experiences within such a compact location. Within a mere area of 65,610 kilometers lie 8 UNESCO World Heritage Sites, 1,330 kilometers of coastline - much of it pristine beach - 15 national parks showcasing an abundance of wildlife, nearly 500,000 acres of lush tea estates, 250 acres of botanical gardens, 350 waterfalls, 25,000 water bodies, to a culture that extends back to over 2,500 years. Sri Lankan cinnamon, ivory and gems had been the main cause for invasion of two nations, Portuguese and Dutch, who followed the Moor traders to the country in search of the world's best spices and riches. According to the Dutch, who reorganized the cultivation and marketing of cinnamon in Sri Lanka, the 'shores of Sri Lanka had been full of it, that you can smell it eight leagues out to sea'. Even today the country produces the world best cinnamon and one of the world's top cinnamon exporters. With Endless beaches, timeless ruins, welcoming people, herds of elephants, killer surf, cheap prices, fun trains, famous tea, flavorful food, newly gained peace and improved infrastructure Sri Lanka had been repeatedly named the next tourist destination worth all the investments. Meanwhile Sri Lanka is fast gaining popularity in the MICE tourism industry, with 11% of the total visitors coming into the country representing the segment, while the industry anticipates the arrival of 240,000 MICE tourists by 2016, which is nearly 10% of the 2.5 million tourist target. With more than one million tourist arrivals in 2012 the Sri Lankan tourism service providers has set a target of 22,500 rooms in the next five years when tourist arrivals are expected to reach 2.5 million.

Discover Refreshingly Sri Lanka!

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ADAPTATION AND VALIDATION OF THE SHORT VERSION OF APPROACHES AND STUDY SKILLS INVENTORY FOR STUDENTS (ASSIST) IN SRI LANKA

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ABSTRACT

The Approaches and Study Skills Inventory for Students is a tool used internationally to identify relative strengths and weaknesses of approaches to learning among university students. This inventory measures students' approaches to learning across deep, surface, and strategic domains. The objective of this study was to explore validity and reliability of Approaches and Study Skills Inventory for Students for use with Sinhala speaking undergraduate students in Sri Lanka. The procedure involved an adaptation and validation study design that included forward and backward translation, pre-testing, expert review, and psychometric testing with a sample of 285 state university students. Results of the expert review indicated satisfactory content and consensual validity. Principal component analysis reproduced the three intended learning approaches, resulting in satisfactory internal structure validity. Correlation analyses and reliability analyses also revealed satisfactory convergent validity and internal consistency reliability respectively. The findings of this study are important for both students and higher education providers in terms of gaining access to a valid and reliable tool that promotes effective teaching-learning activities that will yield positive educational outcomes.

Keywords: approaches to learning, adaptation, validation

IMPACT OF TECHNOLOGY ON EMOTIONAL INTELLIGENCE

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ABSTRACT

Teachers today use different techniques like movie-clippings, advertisements, commentaries, dramatics and more. Not only it makes the session much more interesting than the old book style teaching but also keeps the learner attentive during the class. E-learning has also changed the perspective of distance learning. The modernization lets the students be equally interactive like someone present physically. It is commonly agreed that emotions have a strong impact on our behaviour. The objective of this study is to understand the impact of e-Learning on Emotional Intelligence. The method of study adopted by the investigator for the present study is online survey method. E-Learning questionnaire consisted 2 point on a continuum ranging from yes or no. 17 items are constructed in this questionnaire. Emotional Intelligence questionnaire consisted Likert scale of 5point on a continuum ranging from Always, Very often, Sometimes, Rarely and Never. 18 items are constructed in this questionnaire. The size of the sample is 50 online users only. The data were analyzed by the investigator and standard statistical methods were used for computing the required statistical measures ('t' Test, 'F' Test). Major finding of this study is there is a relationship between E-Learning and Emotional Intelligence among the online users.

Key words: e-learning, Technology, Emotional Intelligence and etc.

INFORMATION TECHNOLOGY USAGE OF STUDENTS OF SENIOR SECONDARY SCHOOLS IN THE COLOMBO DISTRICT IN SRI LANKA

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ABSTRACT

As an effective tool for education, information technology plays a significant role in the 21st-century schools throughout the world. There can be seen that the new information technology associated devices are used at schools in the several countries for enhancing the knowledge, skills, and competencies of their students. However, according to the rules and regulations and the socio-cultural reasons, there cannot be seen any effective initiative at school level in Sri Lanka for encouraging the usage of information technology associated devices at the school level. Very recently, the present government has taken a decision to provide tablet computers to the students of senior secondary schools for free of charge. It seems that this information technology associated devices are much popular in the young generation in Sri Lanka. There is an ambiguity that how far the students at senior secondary schools use these devices and information technology for their educational development. However, death studies have been carried out in this area of research in Sri Lanka. Therefore, it was aimed in this study to investigate the information technology usage of senior secondary students of the government schools in the Colombo district in Sri Lanka. This is a survey study, and a semi-structured questionnaire was used to gather data in this study from 300 students of 10 1AB schools in the Colombo district. Descriptive statistical tools and thematic analysis were used to analyze the data. It was able to reveal in this study that the students who are studying at senior secondary schools are very interested and also enthusiastic to use information technology and its associated devices, such as tablet computers, smartphones, computers in their day to day activities. However, the majority of them do not tend to dedicate their time to using information technology for their educational development. As an excuse, they indicated that they are not allowed to use their own devices to access information during the school time and within the premises of school according to the rules and regulations. Since this discouraging environment, students used to utilize hard copies of the educational materials provided during the class time in the school and also by their tuition classes which they attended. There is a significant difference between the students of government schools and non-government schools with regard to information technology usage of them for their educational development. However, it seems that the majority of the students of all the schools very much interest to use social media, and it has become their most popular habit. Therefore, they need an appropriate guidance and a sufficient direction for using information technology for their educational development productively.

Keywords-Information technology, Computer usage, Educational development

E-LEARNING: A CONVENIENT MODE IN DISTANCE EDUCATION

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ABSTRACT

Mankind started expressing ideas in writing and strived for documented information and knowledge which have evolved from paper-based storehouse of books and journals into distributed network of digitized information and knowledge. Learning is a lifelong process and survival of human beings as well as of other living beings depends on it. The entire set of acquired behaviour is learning. Learning involves conative, cognitive and affective behaviour. But due to advancement of technology gradually there is a transition from traditional learning to e-learning. The purpose of this descriptive research is to study the importance, advantages and implications of e-learning in ODL. Distance Education is gaining lot of prominence in the country due to various socio-economic parameters and the rising demand for education. The conclusions states that distance learning institutes should concentrate on the needs and requirements of distance learners by exploring modern information technologies, developing library networks and negotiating with information providers to strike better learner friendly licensing and access models by optimum use of e-resources.

Key words: e-resources; open and distance education; modern information technology

A CONSTRUCTIVIST APPROACH: DESIGNING ONLINE COURSES TO TEACH LANGUAGES FOR ENHANCING LEARNER'S INTERACTION

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ABSTRACT

In 21st century, with the increase in online learning, it is necessary to determine how to design the courses which can enhance interaction and learning. Various researches are carried on schools of thoughts such as behaviourism, cognitivism, constructivism and connectivism and its implication in traditional education, whereas there is a need to study the implications for online learning. The purpose of this descriptive research is to highlight the constructivist approach and its implication on designing the online courses. The constructivist approach, does not aim to replace the teacher, but to use the technology primarily for increasing communication between teacher and learners, learners and learners through knowledge construction assisted and developed through social discourse. Constructivism, a theory based on observation and scientific study about how people learn and it says that people construct their own understanding and knowledge of the world. Through experiencing things and reflecting on those experiences, students get more freedom of learning. To study this approach and its implications the researcher reviewed the literature in this descriptive research. The conclusion states that designing online course using constructive approach enhances interaction with the teacher and students. Learners have the opportunity to work together and collaborate while learning the language by creating their own designs and projects. This approach to online course design has distinct advantages which is important to focus while designing online content. It is a need of today's dynamic environment to learn different languages for overcoming cultural barriers. Online courses also encourages learning various languages.

Keywords: Constructivist approach, Online courses, Learner's interaction, Language education

MULTI – FACTOR INTEREST AND ACADEMIC ACHIEVEMENT AMONG HIGHER SECONDARY SCHOOL STUDENTS IN TAMILNADU

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ABSTRACT

Multi-Factor Interest plays an important role in how Pupils are selecting their Career? Learn and Remember things, about what they learnt? It affects the Cognitive Domain. It varies from Person to Person, and in the field of Education it varies from Subject to Subject and in various activities. The main objective of this study is to find out the Multi-Factor Interest and Academic Achievement among Higher Secondary School Students. This study is empirical investigations into some selected factors (Business Factor, Clerical Factor, Agricultural Factor, Mechanical Factor, Successful Factor, Out Door Factor Aesthetic Factor and Social Factor) are influenced in this study. Five Hundred (500) Higher Secondary School Students were randomly selected. 't' Test, 'F' Test and Chi-square analysis are used in this study. The study revealed that there is significant association between Multi-Factor Interest and Academic Achievement, Communities and Type of Management among the Higher Secondary School Students. Based on these findings, it is recommended that, the Hand on Inquiry – Oriented Curriculum should be given to the students where they are divided into small ability co-operative grouping which would be more effective than traditional teaching methods. Students will learn to solve problems independently and help each other to develop skills.

Keywords: Students, Multi-Factor Interest, Academic Achievement, Different Types of Management

CONCEPTUALIZATION OF EMPLOYEE COMPETENCY DEVELOPMENT THROUGH E-LEARNING IN BANKING SECTOR IN SRI LANKA

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ABSTRACT

The introduction of information technology in learning processes, commonly referred as e learning, opens new dimensions in developing competent employees over traditional forms of training and development functions. E-Learning is highly cost effective to the organization, convenient to the learners and saving learning time by quicker delivery cycles. Therefore, many organizations, including banks have introduced e-learning to their employees with the intention of bridging the competency gaps in a more effective and efficient way. However, there is a claim and statistically proven evidence that the expected effectiveness cannot be achieved due to low e learning engagement of employees. Therefore, the purpose of this ongoing PhD research is to examine contextual issues affect the introduction and use of e-learning for developing competencies among employees in banking sector in Sri-Lanka. This study will mainly use a quantitative methodology grounded in the previously reviewed literature to identify contextual issues and when further clarification is required qualitative exploratory studies may also be carried out. This paper focuses on a theoretical foundation for examination of contextual issues which have an impact on the introduction and effective use of e-learning, which derived from Literature Review. Social cognitive theory will be the theoretical foundation for this study as it is a widely accepted and empirically validated model of individual behavior. One of major Social Cognitive Theory's dimensions - Self-Efficacy - will be particularly concerned as it is fundamental to examine the e-Learning self-efficacy level of employees because this might reveal some indications towards their effective engagement of e-learning.

Keywords: e-Learning, Contextual Issues, Competency Developments, Effectiveness, Self – Efficacy

INVESTIGATING THE PSYCHOMETRIC PROPERTIES, AND IRT ANALYSIS OF THE SINHALA GENERALIZED SELF-EFFICACY SCALE (S-GSES)

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ABSTRACT

The Generalized Self-Efficacy Scale (GSES) is a widely used scale to assess an individual's capacity to effectively deal with challenging and stressful situations. Self-efficacy is a construct that is widely addressed in the field of health psychology and often associated with psychotherapy. The scale was culturally adapted to Sinhala language in 2015. The objective of the present study was to investigate psychometric properties of the Sinhala generalized self-efficacy scale (S-GSES) and to statistically validate it for future use. The study used 142 randomly selected individuals as its sample. The S-GSES demonstrated an outstanding internal consistency reliability of $\alpha.850$. Further, an item total correlation was conducted to further understand the reliability of each item. Internal structure was explored and unidimensionality was demonstrated through principal component analysis and principal axis factoring. Criterion validity was demonstrated through a correlation between S-GSES and Teachers Sense of Efficacy Scale (TSES), and the results indicated a strong correlation of $r = .574$. Further, a Graded Response Model (constrained) was performed to investigate the S-GSES under Item Response Theory. The results indicated good psychometric properties confirming the scales ability to be used in future to assess self-efficacy of people in Sri Lanka.

Keywords: Self-efficacy, Item Response Theory, Graded Response Model

GAMES FOR LEARNING ALGORITHMIC THINKING – GLAT PROJEC

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ABSTRACT

The project „Games for Learning Algorithmic Thinking“(GLAT) is founded by the Erasmus+ Programme of the European Union under Key Action 2: Cooperation for innovation and the exchange of good practices (Action Type: Strategic Partnerships for school education). The coordinator is University of Rijeka, Department of Informatics and the project lasts until October 2019. Project consortium brings together European experts in the field of didactics of informatics, e-learning and programming from Croatia, Slovenia, Estonia, Macedonia and Bulgaria. The main objective of the project is encouraging the integration of coding and algorithmic thinking into the daily teaching through different subjects in students' younger ages in a fun and attractive way. Special focus will be on using educational strategies of Game Based Learning (GBL) and gamification in order to foster creativity, logical thinking, and problemsolving skills. This paper describes context and reasons for starting the project, planned activities and intellectual outputs as well as expected impact. The main project activities include professional development of primary junior grade teachers who will take part in workshops designed according to the blended model of e-learning. Experts from partner organizations will help teachers to acquire the knowledge on using GBL in teaching the concepts of coding and algorithmic thinking and to use it for developing learning scenarios. They will implement the learning scenarios in classes with their students. An important element will be a collection of teachers' and students' opinions through surveys and interviews which will be used as a feedback to improve the designed workshops.

Keywords: Project GLAT, algorithmic thinking, programming, didactic games, learning scenarios

UTILIZATION OF ENGLISH DICTIONARY TO ENHANCE THE STUDY HABIT AMONG SECONDARY SCHOOL STUDENTS IN INDIA.

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ABSTRACT

This study investigated the Secondary School Students' Utilization of English Dictionary in relation to their Study Habit by survey method of 300 Students in Tamil-Nadu. Most often Study Habit is an important aspect of reading text books and achieving high marks. The largest parts of the students are unique while reading English text book regarding the pronunciation, meaning, grammar and ethnicity of a word. For eradicating these problems utilization of English dictionary can be the better elucidation. This research paper emphasized the Utilization of English Dictionary and the effect of students Study Habit based on the variables like Gender, Medium of Instruction, Academic Group, Type of School, Type of Management, Locality of School, Parents Educational Qualification, Parents' Occupation, Annual Income of Parents and Type of Family by using statistical analysis of t-test, ANOVA, Correlation and Regression. Based on Correlation Analysis through SPSS the students who are using English dictionary have better Study Habit in English Subject.

Keywords: English Dictionary, Study Habit and High School Students

GERMAN AS A SECOND FOREIGN LANGUAGE AT ANADOLU-GYMNASIA ... COMPETENCE EXPECTATIONS AND LEVELS

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ABSTRACT

Science is global and has no boundaries. Its global character derives from being unbiased and it serves for the good of humanity. However, the international and boundless nature of knowledge in science requires scientific contacts that can only be established through foreign languages. Therefore, foreign language learning is an indispensable part of the education system of a country and has always been one of the focuses of curriculum development. Despite the popularity of foreign language learning, it is highly questionable whether foreign language learning in Turkey has achieved its goals. Therefore, many foreign language teachers and foreign language researchers worry about how a foreign language can be learned properly. Common European Framework of Reference for Languages (CEFRL) structures foreign language learning according to the following basic levels (GER 2017): A: Elementary language use. B: Independent language use. C: competent language use. In elementary level, there are two sub-levels as A1 and A2. The framework ensures a unity among language teachers all around Europe by providing clear “can do” statements for their students. Many materials and course books have been developed by taking CEFRL as reference. I did my research on “Bahtiyar Vahabzade Sosyal Bilimler Lisesi”. In 9th grade, German is offered as a second foreign language for 2 hours every week. 56 learners, who were supposed to solve a test with 4 tasks, participated in the study. This quote shows that learners have to acquire the most basic skills in listening, speaking, writing and reading. In order to investigate the extent to which these goals are achieved, I put a small reading comprehension task, a small writing assignment and a grammar test, which is - in contrast to the curricula - always at the center of foreign language teaching in Turkey. Listening comprehension, active-productive speaking and writing skills are only partially conducted in foreign language classes. Therefore, unfortunately, investigating competence levels in listening and speaking skills thoroughly is not very possible because of the teaching situation mentioned above. Although this work partially tests the skills, it can provide an overview of the level of competence. Not only the German as a Second Foreign Language lessons at the schools, but also the German competence of the mostly Turkish students of German studies is far from fulfilling the expectations. The following solutions can be given for the problems mentioned above;

- The Turkish education system has to be reconstructed from primary school.
- In university entrance examination, German assignments have to be given so that learners, principals and teachers take the German lessons seriously.
- German has to start in elementary school. In high school, there must be at least 4 hours German classes every week.
- The lessons must be practical and learner-centered.
- Advanced teacher training is required.
- Teachers have to be given some freedom to organize their lessons.
- All sorts of teaching materials must be provided to learners and teachers.
- The textbooks must be current and communicative.
- Good knowledge of Turkish forms the basis of productive German lessons.
- The number of students in a class must be reduced.
- More German teachers must be hired.

AWAY FROM THE CENTER: REMOTE/RURAL EDUCATION IN A GLOBAL CONTEXT

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ABSTRACT

Schools and governments around the world are being impacted by ongoing teacher and educator shortages - particularly those schools in more remote and rural areas. While many of the students and teachers struggle with the limitations provided them in these locations, some teachers and students thrive in these rural schools despite their many shortcomings. Specific strategies involving technology, project-based learning and collaborative instruction can help support these students, but it does require the adaptation of new and innovative methods to support effective teaching the learning. This presentation highlights the work being done in specific regions around the world (particularly within the U.S., the Arabian Peninsula and eastern Asia) related to bridging the gap between rural students and their counterparts in urban and suburban regions. Further, it encourages participants to consider new ways to prepare and retain teachers and educators in these remote regions that exist in nearly every country in the world. Targeted, critical questions are posed that center on exploring new avenues regarding global education and educator preparation and development

CLASSROOM CLIMATE IN RELATION TO CONTINUOUS COMPREHENSIVE EVALUATION AMONG HIGH SCHOOL STUDENTS

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ABSTRACT

Classroom Climate is seen as a major determiner of classroom behavior and learning. Understanding how to establish and maintain a positive classroom climate is seen as basic to improving schools. It is an important place in the field of student's Examination and Evaluation aspects. It is necessary for parents and teachers to know from time to time how the pupils are progressing and what their attainments are at any particular stage. It is equally necessary for the society to assure itself that the work entrusted to its institutions is being carried on satisfactorily and that the pupils studying there are receiving the right type of education for attaining the required standards. This kind of check up of the work is essential in the interest of all concerned – Pupils, Teachers, Parents and Publics. So the researcher has to find out the relationship between Classroom Climate and Continuous and Comprehensive Evaluation among the IX Standard School Students. 432 High School Students were selected for this Study in India. Qualitative and Quantitative Analysis are used for Statistical Analysis. The major finding of this study is there is a very good relationship between the Classroom Climate and Study Habit among the High School Students.

Key Words: Classroom Climate, Continuous and Comprehensive Evaluation, Learning and High School Students etc

DETERMINATION OF PRESERVICE TEACHERS' KNOWLEDGE, SKILLS AND COMPETENCES TO INTEGRATE TECHNOLOGY WITH EDUCATION

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ABSTRACT

Teaching materials change as technology develops and this change requires revising educator skills. Despite of fact that these standards and definitions of literacy have been created by few institutions, there are few studies in literature on teachers to see if they are competent to meet these standards. The studies that examined technology integration in education from skills perspective had limited data as they had instrument of measurements that relied on participants' claims while we see that most other studies were interested in materials or teaching methods. Indeed, we see that, in studies that obtained limited data, teachers' skills were usually studied by measuring instruments that relied on participants' claims, and comments were not made with practical measurements. Moreover, we observe that correlational studies examined basic technological skills of teachers or teacher trainers. There are not enough studies that analyzed in detail technology or technology using in education or necessary skills of preservice teachers in teacher training institutions. The purpose of the study is to determine knowledge, skills and competences of preservice teachers to integrate technology with education. Although most of preservice teachers said they were very ability at using technology in teaching activities, the results revealed that they had a low level of technology literacy in terms of knowledge and skills. The fact that preservice teachers didn't take any technology related courses in their teacher training programs or they had such courses but with insufficient contents was considered one of the main reasons for low level. Therefore, courses about technology literacy must be given in teacher training.

Keywords: TPACK, teachers' technology literacy, technology integration, teacher education

**INFLUENCE OF AWARENESS PROGRAMS ON SOLID WASTE MANAGEMENT
ATTITUDES: A STUDY OF SCHOOL CHILDREN IN YAKKALAMULLA
DIVISIONAL SECRETARIAT OF SRI LANKA**

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ABSTRACT

Waste Education (WE) has been given less priority in the Sri Lankan general education curriculum. Sustainable waste management program of a country should encourage public participation as well. Awareness is a way through which proper waste management practices can be inculcated. Once educated, children can be used as disseminating agents. Waste is becoming a significant issue in Sri Lanka. The purpose of this study was to measure the influence of Solid Waste Management Awareness Programs (SWMAP) on school children's attitude. Three attitude related indexes, namely attitudes, concern and willingness to participate were measured using a close ended questionnaire. The sample consisted of grade 08 and 09 students of Yakkalamulla Divisional Secretariat, in Galle district. Survey and experimental methods were used for a random sample of 346 students. The sample was divided into an experimental group and a control group. The preliminary survey revealed that majority of the students were positive regarding the three indexes. Mann Whitney U test results revealed that considered indexes did not differ with gender, prior knowledge and waste separation behavior, although, attitude and concern increased with age. The awareness program was conducted with the experimental group, covering the environmental impact of solid waste, best practices conducted in other countries, role of students and organic fertilizer preparation. The experimental results revealed that the awareness program had a significant positive impact upon all three indexes considered. The Pearson correlation coefficients between the three indexes were positive, where the experimental group posttest recorded the strongest relationships.

Key words: Awareness programs, Solid Waste Management, Attitudes, Concern, Willingness to participate

TEACHER IMPROVEMENT OR TEACHING IMPROVEMENT?

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ABSTRACT

There is currently much debate in the field of education research regarding best strategies for preparing highly-qualified teachers. How highly-qualified teachers should be prepared and supported as they begin their teaching careers are two of the most important issues in the United States. Many researchers have identified a significant relationship between teacher quality and student achievement. Highly-qualified teachers must, at the very least: (1) know and deeply understand the mathematics they are teaching; (2) help students understand the big ideas of mathematics using a variety of methods; and (3) be able to represent mathematics as a coherent and connected enterprise. Meanwhile, New Mexico Public Education Department (NMPED) initiated a new policy such as a better GPA or higher passing scores on the standardized test to be a licensed teacher. With enhanced qualifications, the NMPED has expected to see improvement of students' achievement. On the contrary, many states, including New Mexico, are facing a critical shortage of teachers. In the study, the researcher discusses how to improve students' achievement in mathematics.

SOCIOLINGUISTIC ANALYSIS OF ILOKANO LOANWORDS IN NEWS REPORTING IN A PHILIPPINE LOCAL TELEVISION NETWORK

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ABSTRACT

While television functions its great role as provider of information, its programs are also indispensable sources of terminologies, specifically loanwords. This research endeavored to analyze the Ilokano loanwords used in news reporting in a Philippine local television network, the TV Patrol Ilocos. It characterized the loanwords in news reporting; probed the reasons why newscasters resort to loan words; and determined the implications of these loanwords to the Ilokano people. Utilization of descriptive research design and in-depth interview with 55 respondents chosen purposively was befitted in obtaining data. Transcripts of news reports on crime scenes in December 2015 served as corpora. Using Haspelmath's (2009) Classification of Loanwords, it was found that Ilokano loanwords in news reporting were categorized as loan translation, loan blend and transliteration. Cultural influences or effects of colonization, non-equivalence of foreign terms to Ilokano language, prestige associated with loaning words from the donor language, and avoidance of long and incorrect translation of foreign words were perceived to be the reasons of loaning words. Many Ilokano loanwords used by news reporters were related to economic activity, political affairs, and cultural conditions of the Ilokano people. Thus, Ilokano loanwords used in news reporting are recognized as good source of new lexical vocabulary.

Keywords: Ilokano language, Ilokano loanwords, news reporting, sociolinguistic analysis, TV Patrol Ilocos

**ABSTRACT OF DECONSTRUCTING WORDSWORTH'S *THE SOLITARY*
REAPER: EXPLORING THE TEXT THROUGH FEMINISTIC LENS**

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ABSTRACT

The paper aims at exploration of Wordsworth's feministic stance dynamically. The Solitary Reaper has been deconstructed by specifically employing tripartite criticisms of Micheal Foucault, Judith Butler and Eco-feminists to unveil feministic tendencies in Wordsworth's poetry. The researcher analyses the perfect balance point of feminism in Wordsworthian poetry who challenges the norms and patriarchal set up in a subtle but typical traditional manner. The deconstruction has helped to conclude that the everlasting song is eternal voice of feminism that was rising from the ashes during those times. The significance of women to the society, as depicted in the poem, made Wordsworth predict women freedom in future.

ATTENTION DEDUCTION MECHANISM (ADM) FOR LOW - CAPACITY L2 ACADEMIC READERS (A CONNECTIONIST APPROACH TO AUTOMATIZE TEXT -PROCESSING CAPABILITIES)

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ABSTRACT

The manipulation of readers' attention and the application of attentional energy while processing academic texts in English are ongoing and paramount tasks of growing academics in universities. The cognitive models drawn from the school of connectionism insists the role of attention in reading as a major cognitive exercise since it controls all the strategic manipulations and processing capabilities in reading as well as in academic reading. Attentional energy of the L₂ reader is utilized for processing various components and structures of the texts. Particularly for the automatized readers, attentional energy, while processing texts is not focused on a particular area or areas in the texts. These readers have the capability of balancing and utilizing their attention (smooth flow of the various text processing components. Therefore they can reduce their time of focusing their attention on bottom up processors (word level and sentence level). They focus their attention on situation model of comprehension since their bottom up processing abilities are already automatized. But this is not the case with the low capacity L₂ readers. They spend more time on their utility of attentional energy on basic bottom up processors as they are not automatized. Having the above gap of utilizing attentional energy, this study was conducted among the 20 very low capacity L₂ readers who focus more time in manipulating their attentional energy in bottom up processing capabilities. As a result of this, they never reach the level of semantic proposition formation. This paper, while investigating the above phenomena introduces a mechanism known as 'Attention Deduction Mechanism' (ADM) through which low capacity L₂ readers are provided with certain 'Automaticity Training Tasks' which can eventually reduce or deduce the time these readers spend on utilizing their attention on linguistic information of the text. After the application of ADM it has been observed that most of the informants have gained well in comprehending academic texts.

Keywords: attentional energy, automatized readers, low capacity L₂ readers, Attention deduction, bottom up processors.

ANTIOXIDANT AND CYTOTOXICITY ACTIVITIES OF HOM TONG BANANA FLOWER EXTRACT

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ABSTRACT

The antioxidant capacities of the extracts from different parts of Hom tong banana (*Musa sapientum*) flower, including stick, florets, bract, peel, banana flower and banana bud were evaluated using 2,2-diphenyl-1-picrylhydrazyl (DPPH) assay. Total phenolic content and total flavonoid content (TPC) measured using Folin-Ciocalteu and Downs methods, respectively. Peels extract presented the highest total phenolic compounds (6.67 ± 0.00 g GAE 100 g⁻¹ dry wt.). The lowest IC₅₀ values was found from peel and bract extracts with 25 ± 0.04 mg/L and 30.70 ± 0.03 mg/L, respectively. Banana bud extract presented the highest total flavonoids (27.30 ± 0.071 g GAE 100 g⁻¹ dry wt.). The cytotoxicity of flower and peel extracts were studied toward a human cell derived cell line (using MTT assay). There was no toxicity for the extract at the concentration less than 100 µg/mL. Flower and peels extracts of Hom tong banana (*Musa sapientum*) were potentially source of natural antioxidant which can be further investigated for medicinal usage.

Keywords: Antioxidant capacity, Total phenolic content, Total flavonoid content, Antibacterial activities, Cytotoxicity

**BEYOND TRANSLATION: HONGLOUMENG AND CHINA IMAGE
CHARACTERISTICS OF CHINESE HERBAL MEDICINE USAGE AND ITS
THERAPEUTIC EFFECT IN PATIENTS WITH HCV INFECTION**

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ABSTRACT

Importance In Taiwan, HCV infection is an endemic disorder. Unfortunately, conventional treatment is associated with poor response rates and intolerable adverse effects. Chinese herbal medicine (CHM) is the most popular alternative treatment modality and reimbursed by the National Health Insurance (NHI). However, there are no published studies using the NHI research database to investigate the utilization and therapeutic effects of CHM for patients with Hepatitis C infection. Objective To characterize the utilization patterns and therapeutic effects of CHM for patients with HCV infection in Taiwan using insurance data. Design and Participants A retrospective cohort study using claims data from Taiwan's NHI program. Patients aged 20 years and older with HCV infection were enrolled from January 1, 2000-December 31, 2010. A total of 2,574 eligible patients who received cumulative CHM more than 30 days within first year after HCV infection were defined as CHM users, they were matched 1:1 with non-CHM users in the propensity score. The clinical outcomes were liver cirrhosis, decompensated liver cirrhosis and death. Results Multivariate-adjusted Cox regression revealed that use of CHM was associated with lower risks of death (HR 0.25; 95% CI 0.17 to 0.38; $p<0.001$), liver cirrhosis (HR 0.55; 95% CI 0.32 to 0.92; $p<0.05$) and decompensated liver cirrhosis (HR 0.44; 95% CI 0.23 to 0.86; $p<0.05$). The six most common herbs, Jia-Wei-Xiao-Yao-San, Xiao-Chai-Hu-Tang, Yin-Chen-Wu-Ling-San, Dan-Shen, Yin-Chen-Hao and Bai-Hua-She-She-Cao were significantly associated with a lower risk of death.

Conclusions CHM may improve all-cause mortality and reduce the risk of cirrhosis and its decompensation in chronic hepatitis C patients.

Keywords: Hepatitis C virus (HCV), Chinese herbal medicine, Liver cirrhosis

**STUDY OF CONVENTIONAL RISK FACTORS ASSOCIATED WITH
PREMATURE ACUTE-CORONARY SYNDROME AT A TERTIARY CARE
CENTRE IN MYSORE**

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ABSTRACT

Cardiovascular diseases (CVDs) are the number one cause of death globally. Out of the 17 million premature deaths (under the age of 70) due to non-communicable diseases in 2015, 82% are in low- and middle-income countries, and 37% are caused by coronary artery disease (CAD). Acute coronary syndrome (ACS) is the first manifestation of CAD in majority of the young patients as compared to older individuals. It is estimated that about 4–10 % of individuals with documented CAD are less than 45 years. The aim of our study was to outline the sociodemographic and conventional risk factors associated with young ACS. The study is a cross sectional study (hospital based) done by interviewing 50 patients aged less than 45 years admitted with ACS in Sri Jayadeva Institute of Cardiovascular sciences. Majority of the patients were males and majority of them used to smoke which varied from five pack years to 24 pack years. The major concern is this age group of people belong to economically active strata and are bread earners for families and preventive measures especially pertaining to smoking can prevent young ACS.

Keywords: Premature ACS, Smoking, risk factors.

ADVANCEMENT OF MASS SPECTROMETRY IN DETECTION OF COCAINE AND ITS METABOLITE IN LATENT FINGERPRINTS

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ABSTRACT

Since the late 19th century, latent fingerprinting has led to successful identification of the suspect in crime scene investigations (CSI). However, there has also been cases of wrongful convictions due to partial retrieval of the finger mark by classical fingerprinting techniques in CSI. Thereby, with intense research, mass spectrometry (MS) advanced to a point where a single fingerprint reveals whether a suspect is a cocaine abuser or a cocaine dealer. Likewise, since ingestion and handling of cocaine is a growing public health issue, use of these advanced MS techniques and fingerprints enables rapid and sensitive detection of cocaine in suspected individuals. The types of MS techniques involved in the detection of cocaine and its metabolites include, matrix-assisted laser desorption ionisation (MALDI-MS), surface-assisted laser desorption ionisation (SALDI-MS), desorption electrospray ionisation (DESI-MS) and paper spray MS (PS-MS). MALDI-MS has a high specificity but based on the LOD values for cocaine (10ng/mL) and its metabolites (100ng/mL), it has a very low sensitivity. Comparatively, DESI-MS is more sensitive since it has a lower LOD for cocaine and its metabolites (5ng/mL). Nevertheless, the sensitivity of DESI-MS was not sufficient in situations where the suspect has washed or wiped hands after handling or ingesting cocaine. Thereby, PS-MS was found to be a more sensitive technique in such situations since it has a very high sensitivity based on a low LOD of 1ng/ml and it is the most rapid technique which performs LFP analysis of cocaine and its metabolites within 30 seconds.

Key words: Public Health, Cocaine, Mass spectrometry, Latent Fingerprint

PLATELET-RICH PLASMA (PRP) INTRA-ARTICULAR KNEE INJECTIONS AS A THERAPEUTIC APPROACH FOR KNEE OSTEOARTHRITIS

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ABSTRACT

Knee osteoarthritis is the most widespread chronic joint affliction worldwide due to cartilage degeneration, and it initiates adverse effects on the aspect of survival and functional importance. This deliberation of knee osteoarthritis is correlated with several factors. Studies have revealed that 15 % of the world population suffer from this chronic disease and the number of patients distressed is on the rise and by 2020 this would have possibly multiplied. The great and increasing disease burden of osteoarthritis in urbanized and developing countries, are primarily increasing with aged populations. The majority of the incidence data initiate from western populations, but the prevalence of indicative knee osteoarthritis in the west appears to be similar to rural and urban areas in Asia. The underprivileged regeneration and curative prospective of cartilage has led to explore for other treatment modalities with enhanced healing capacity. The novel curative and regenerative therapy of platelet-rich plasma (PRP) for knee osteoarthritis has been increased in current years in cartilage regeneration. All the prior clinical research data recommend that PRP intra articular injection is an excellent alternative in the healing of knee osteoarthritis. This process showed an advanced efficacy in pain reduction, cartilage regeneration, enhanced function and patient contentment compared to contemporary options. Numerous advantages and disadvantages are associated with this therapy and the efficacy of this therapy is influenced by several factors. Ongoing and eminent researches on PRP therapy will increase the effectiveness and overcome these circumstances to obtain the preeminent result in knee osteoarthritis therapy in the days to come.

Keywords: knee osteoarthritis, platelet-rich plasma, cartilage regeneration

HEMOGLOBIN TREND IN INDIVIDUALS UNDERGOING REGULAR HEMODIALYSIS - A RETROSPECTIVE STUDY IN TERTIARY CARE HOSPITAL

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ABSTRACT

Introduction: Persistent anemia is one of the most common complications seen in individuals with chronic kidney disease (CKD). The factors contributing to anemia in CKD include loss of blood, reduced lifespan of red cell, vitamin deficiencies, erythropoietin deficiency, iron deficiency, and inflammation. Erythropoietin deficiency appears to be the major cause of anemia among the CKD. It is well established that hemoglobin level tends to decrease in CKD individuals. In renal anemia, hemoglobin level is usually managed with iron therapy and or erythropoietin treatment or blood transfusion. NKF – KODOQI clinical practice recommends hemoglobin level to range from 11g/dL-12g/dL among CKD undergoing hemodialysis. Hence it is essential to maintain recommended hemoglobin level among the individuals in order to avoid the mortality rate. However, till date there is no understanding of the hemoglobin trend across the modes of management among the CKD undergoing hemodialysis in India. **Aim:** To study the hemoglobin trend in CKD individuals on regular hemodialysis in a tertiary care hospital. **Objectives:** a) To profile the hemoglobin trend among the individuals on erythropoietin alone, combination of erythropoietin and iron therapy, and individuals not undergoing any treatment. (b) To compare hemoglobin trend among the individuals on erythropoietin alone, combination of erythropoietin and iron therapy, and individuals not undergoing any treatment. **Method:** Retrospective observational study. A total of N=90 participants were enrolled in the study. The participants were classified into 3 Groups. Group 1- Erythropoietin (n=30), Group 2 - erythropoietin and iron therapy (n=30) and Group 3 – No treatment (n=30). Data was retrieved from medical records who were on regular hemodialysis for more than six months. The hemoglobin level was observed for six months and documented. **Results:** In the present study, it was observed that hemoglobin tend to increase among the Group 1 and Group 2 participants, unlike the Group 3 participants, who received no treatment. Among the groups, it was observed that the mean of hemoglobin trend in Group 1 – $\delta \text{Hb} = 0.2$, Group2- $\delta \text{Hb} = 1.18$ and in Group 3 - $\delta \text{Hb} = -0.2$. The mean hemoglobin level of Group1- 9.2g/dL was more compared to Group 2, 8.7g/dL and Group 3 - 8.8g/dL. **Conclusion:** It was observed that individuals who were on treatment had a raising trend in hemoglobin unlike the individuals with no treatment. However, it could also be observed that, the mean hemoglobin was maintained appropriately among the individuals with no treatment, which could be probably due to the lifestyle and other individual related factors.

Keywords: Chronic kidney disease, Hemoglobin level, Hemodialysis, Erythropoietin treatment.

PHENOLIC CONTENT, ANTIOXIDANT AND ANTIBACTERIAL ACTIVITIES OF OROXYLUM INDICUM'S BARK CRUDE EXTRACTS

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ABSTRACT

This research aims to study the antioxidant activity, total phenolic content (TPC) and total flavonoid content (TFC) of *Oroxylum indicum*. The total antioxidant activity and total phenolic compound of each crude extracts with ethanol and water were determined using 2,2-diphenyl-1-picryl hydrazyl-hydrate (DPPH) in combination with the Folin-Ciocalteu method. The total flavonoid content was measured with Down's method. The optimal antioxidant activity was found in the crude ethanol extracts (IC₅₀: 20.97 ± 0.17 ppm) with the DPPH assay. The TPC and TFC for the crude ethanol extracts were 12.197±0.00 g GAE 100g-1 dry wt. and 24.746 ± 0.069 g QE 100g-1 dry wt., respectively. Thus, the results indicate that active compounds extracted from the *Oroxylum indicum* bark contained a highly content of both phenolic and flavonoid compounds. The crude ethanol extracts showed the highest clear zone diameter of *Escherichia coli* and *Staphylococcus aureus* with size of the clear zone were 2.33 ± 0.76 and 6.67 ± 0.29 mm respectively, compared with penicillin. The results provided evidence that the bark of *Oroxylum indicum* may serve as a potentially source of natural antioxidant and antimicrobial agent, which can be further investigated for medicinal usage.

**BUILDING COMMUNITY RESILIENCE THROUGH EMPOWERING DRY ZONE
WOMEN FOR DROUGHT ADAPTATION AND BIODIVERSITY
CONSERVATION: AN EXPERIENCE FROM NORTHERN SRI LANKA**

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ABSTRACT

Climate change is one of the prime threats to human life and the balance of nature. It affects negatively more on the life of women than men worldwide, especially in rural area. Women in the village of this study are more vulnerable to drought because insufficient natural resources as food and water is the major constrain on their family care, nutrition and education. The project area is a fertile dry zone village having productive paddy cultivation lands located in Jaffna district (9°38'13.4"N 80°07'45.3"E). Its land area covering 5.76km² , with the current population of 1726 with 879 male and 847 female. When they resettled in their own land in 2009 after ten years of displacement, the traditional knowledge and experiences have been lost by the scars of the war and benefits of post-war-compensations. Neglected water bodies and clearing trees for resettlement increased water scarcity in the village during dry season. Since the community has the ability to do the cultivation, the water scarcity is the barrier for sustainable home gardening. Therefore a two year project was designed to build the community resilience to mitigate climate change and to conserve biodiversity. The main objectives of this project were to assist the community by empowering women members of a civil society to increase resilience to climate change and biodiversity in the village. *The women have achieved knowledge on climate smart agriculture and ecosystem services, by series of awareness meetings, workshops and trainings throughout the project period. Such efforts made them to develop self – confidence and leadership skills which sustained in another dimension as establishing a public library to improve reading habit among women and children. The diversity in vegetable crops in home gardens is increased by 28% and the faunal diversity by 20 % in two years after this project. So far, 62 women received loans through micro-financing schemes to engage in livestock, mushroom cultivation and agriculture and improved their annual household income from LKR180, 960 in 2013 July to LKR 262,800 in 2017 July. In total 15 % of households is collecting rainwater that can support their organic home garden during dry months and 78% are making compost from their house hold waste without burning. The experience from this project reveals that the women can play an essential role in mitigating the effects of climate change, by giving them the opportunity to be as role models.*

Key words: climate change, biodiversity, home garden

AN EVALUATION OF STRATEGIES IN PHASE IIB/III TRIALS FOR HIV-1 VACCINATION OF AT-RISK COMMUNITIES

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ABSTRACT

The acquired immunodeficiency syndrome (HIV/AIDS) pandemic continues to endanger human lives with a current prevalence of 36.7 million. The clinical significance of HIV-1 vaccination is as a form of prophylaxis to control incidence. A safe and effective HIV-1 vaccine has been a subject of extensive research surpassing three decades during which a multitude of candidate vaccines were investigated in clinical trials including six efficacy trials. The common objective of the trials has been the immunisation of at-risk communities by vaccination. A preventative HIV-1 vaccine has proved to be elusive as the RV 144 trial remains the only trial to have reported a partial efficacy (31.2%) thus far. The immune correlates of the RV 144 trial underpin the possibility and the utility of an effective HIV-1 vaccine in spite of prior inefficacious vaccines. The cause of the inefficacies has been identified as an insufficiency of magnitude and diversity in the vaccine-induced immune responses. The review evaluates the advancement of strategies to eliminate the limitations associated with HIV-1 vaccination in relation to efficacy trials.

Keywords: HIV-1 vaccination, efficacy trials, vaccination strategies, immune correlates

CATHETER RELATED BLOOD STREAM INFECTION ASSOCIATED WITH HEMODIALYSIS NON-TUNNELED CENTRAL VENOUS CATHETERS IN TERTIARY CARE HOSPITAL – A PRELIMINARY STUDY

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ABSTRACT

Introduction: Dialysis venous catheters are commonly used as temporary vascular access in hemodialysis individuals. These catheters are referred to as ‘necessary evil’, ‘undesirable yet unavoidable’ and ‘irreplaceable’ tool because of their significant role in providing easy and instant access to the circulation for delivery of Hemodialysis under diverse clinical situations. The most common complications with catheter includes mechanical and or infectious resulting in early catheter removal, morbidity and or mortality. Although Catheter Related Blood Stream Infection (CRBSI) is reported to have an adverse impact on quality of life, survival and healthcare cost, dialysis catheters are quite frequently used for vascular access till date. It is essential for dialysis unit to have database on the CRBSI to minimize the risks of CRBSI and thereby improve life quality. **Aim:** To investigate CRBSI associated with non-tunneled catheters in a tertiary care hospital. **Objectives:** (a) To compare infection between the types of non-tunneled hemodialysis catheters (b) To compare the infection across the gender **Method:** Prospective observational study. A total of N=633 individuals with venous catheter, undergoing HD were enrolled in the study. Participants prospectively followed up for evidence of CRBSI post insertion of catheter until the point of catheter removal or the completion of the study. **Result:** This study had 37 CRBSI individuals. The infection rate differed across the types of nontunneled catheters and infection observed was predominant among the males as compared to females. **Conclusion:** It can be concluded that the incidence of CRBSI was observed more in internal jugular vein catheters as compared to femoral catheters possibly due to extension of the catheters in situ among the participants enrolled in the study.

Keywords: Hemodialysis, CRBSI, Dialysis central venous catheters, Femoral catheter, Internal jugular catheter

SECONDARY STRUCTURE DETERMINATION AND MOLECULAR DOCKING OF GNTR TYPE TRANSCRIPTIONAL REGULATOR PA1526 OF PSEUDOMONAS AERUGINOSA AS A POTENTIAL DRUG TARGET

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ABSTRACT

Transcriptional regulator PA1526 in *Pseudomonas aeruginosa* is proposed as a potent drug target to battle infections of *P. aeruginosa* as it regulates an important pathway responsible for the ubiquitous existence of the organism. Three dimensional (3D) structure of the target protein needs to be determined for structure based drug discovery. Recombinant PA1526 was purified to near homogeneity. Gel filtration chromatography revealed PA1526 is a dimeric protein. Circular dichroism (CD) spectroscopy revealed PA 1526 has high number of α helices. PSIPRED v3.3 determined modelled structure contains 09 α helices, 01 strand and others as coils. Both experimental and computational analysis determined PA 1526 has high content of helices. PA1526 primary 3D structure was determined using SWISS-MODEL with protein sequence analysis. Modelled structure was validated with Ramachandran plot analysis, ProSA, Verify 3D and ERRAT. Ramachandran plot analysis showed 97.3% residues are in favoured regions, 2.7% residues in allowed regions and there were no outliers. High number of residues are spread in favoured regions for helices. Overall model quality value (Z-Score) given by ProSA server was -5.85. 92.11% residues had an averaged 3D-1D score > 0.2 with Verify 3D. The overall quality factor of the modelled protein was 93.532 according to ERRAT. Above validation results prove modelled 3D structure of PA1526 is highly reliable. Predicted model was subjected to molecular docking alkanes, alkanols and alkanolic acids with varying carbon lengths using Autodock as these molecules are the predicted natural ligand for PA1526. N-Tricosane is the highest affinity ligand. Analogues of this has the potential of designing as drug leads.

Keywords: *Pseudomonas aeruginosa*, GntR, 3D structure, CD spectroscopy, alkanes

CONSUMPTION HABITS OF LGB INDIVIDUALS AND BRAND ATTITUDES OF INTERNALIZED HOMOPHOBIA

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ABSTRACT

The purpose of this study is to show the relationship between the consumption habits of LGB individuals and brand attitudes of internalized homophobia (IH). The sample group consists of 125 LGB individuals in the age range of 15-49 years. Here, the demographic information form prepared by the researcher as data collection tool, Consumption Habits and Brand Preferences Scale (Mammadova, 2015) Internalized Homophobia Scale (Biological Woman and Biological Male Form) (Gençöz ve Yüksel, 2006) was used. As a result of the analyzes made, IH, Consumption as a Reluctance Problem, Consumption as a Self-Expression Factor, Consumption as Impression and Prestige as a Means of Relaxation, Consumption as a Means of Integration as a Group, Increase in the subscale as well as increase in IQ are significant. Consumption as Imagination, Self-Expression, Consumption as Impression and Prestige as a Means of Consumption, Consumption as a Means of Integration as a Group and IH levels were found to be significantly higher in gay men than in lesbians.

Key Words: LGB, Brand Attitude, Internalized Homophobia

STANDARDIZATION OF CISSAMPELOS PAREIRA BY HIGH PERFORMANCE THIN LAYER CHROMATOGRAPHY TECHNIQUE

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ABSTRACT

Herbal drugs have been used for various ailments from time immemorial due to its synergistic activity and less toxicity. Despite the wide usage of herbal drugs, they are not recognized among the public due to the lack of scientific data to prove its quality. As there are closely related species of *Cissampelos pareira* available in nature, it is inevitable to standardize the herbs used in the Ayurvedic formulations. The aim of the present study is to standardize *Cissampelos pareira* (CP) in terms of its quality, purity and authenticity using High Performance Thin Layer Chromatographic techniques. Phytochemical screening reveals various secondary metabolites present in the different extracts were analysed by preliminary phytochemical screening, Thin Layer Chromatography and High Performance Thin Layer Chromatography (HPTLC). The methanol extract of the plant showed the presence of carbohydrates, flavonoids, phenols, saponins, proteins, glycosides and alkaloids. The hexane extract of CP showed 3 spots (R_f values 0.43, 0.52, 0.95), chloroform extract of CP showed 9 spots (R_f values 0.26, 0.36, 0.43, 0.44, 0.58, 0.66, 0.73, 0.91, 0.98), ethyl acetate extract of CH showed 3 spots (R_f values 0.70, 0.82, 0.89) and methanol extract of CH showed 9 spots (R_f values 0.26, 0.36, 0.43, 0.47, 0.58, 0.66, 0.73, 0.91, 0.98) in HPTLC analysis. The present study will be of great help for any herbal manufacturer who deals with *Cissampelos pareira* to identify it from other closely related species of this family.

Key words: Standardization, *Cissampelos pareira*, HPTLC

LONG TERM FOLLOW – UP OF CML CASES WITH GLEEVEC INDUCTION: HEMATOLOGICAL AND CYTOGENETIC BASED REPORT

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ABSTRACT

Chronic Myeloid leukemia (CML) is a blood cancer of myeloid progenitors initiated with a triphasic absolutely curable with a targeted gene drug Imatinib mesylate. This study was conducted to reveal the effectiveness of Imatinib mesylate in 20 CML patients subjected with a follow – up of 9 months to evaluate their remission of the disease status. Complete hematological and Cytogenetic analysis was performed to find out the response of Imatinib mesylate against CML in every follow – up. Majority of the CML patients had showed a positive response in decreased level of abnormal cell proliferation and loss of Philadelphia positive chromosome(Ph+ve) in their profile. Study revealed some of the classical findings in CML patients underwent Imatinib therapy My research evidenced a potential activity of Imatinib mesylate as a targeted gene therapy drug against CML. Although, My research data is sufficient to predict the effectiveness Imatinib mesylate against CML, I suggest to extent the follow – up study in wide group of CML patients to know the factual mechanism of Imatinib mesylate as a potential targeted gene therapy against CML.

Key words: Chronic Myeloid Leukemia, Imatinib Induction, Hematological & Cytogenetic Analysis, Long term follow – up studies

DERIVATION OF NEARSHORE BATHYMETRY BY USING LANDSAT 8 IMAGES: A NEW APPROACH FOR COASTAL RESEARCH IN SHALLOW AREAS

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ABSTRACT

Bathymetric information is of fundamental importance to coastal and marine planning and management, nautical navigation, and scientific studies of marine environments. Traditionally, nautical charts were produced by collecting the bathymetry from conventional methods of employing ships or boats with sonar which are often inaccessible in shallow water areas. Then the techniques have been developed to use the remote sensing technology to infer the bathymetry in shallow water areas which are inaccessible by hydrographic ships due to rocks, coral reefs or simply the shallowness of the water. This study is focused to obtain the satellite-derived bathymetry maps of near shore in Hambanthota by using freely and easily accessible Landsat 8 imageries. The speckle noise of the image is removed using spatial filtering and land and water area separated by identifying the threshold value of the infrared band. The radiometric correction was applied for clouds and sun glint and bathymetry is calculated using the linear transform algorithm on the blue and green bands. The regression analysis was used to reference the algorithm results in to the chart datum. The extracted isobaths were compared with the available bathymetric data collected via traditional techniques using Single Beam Echo Sounder. The statistical index of root mean square is 0.942 and it demonstrated the good correlation between the soundings and the algorithm values. The results show the medium resolution (30m), freely available satellite images provide reliable estimations for retrieving bathymetry for shallow water areas up to 10m depths. Satellite derived bathymetry using remote sensing techniques can be used for coastal monitoring and research in shallow areas to get the valuable information efficiently and cost effectively. Finally, the accuracy of SDB maps are directly related to the quality of multi spectral images, water clarity, reference depth and wave climate.

Keywords: Shallow water, Satellite derived bathymetry, Hydrographic ships, Sun glint, and Threshold value

UNIFIED DIGITAL AUDIO AND DIGITAL VIDEO BROADCASTING SYSTEM USING ORTHOGONAL FREQUENCY DIVISION MULTIPLEXING (OFDM) SYSTEM

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ABSTRACT

The foremost objective of Digital Audio Broadcasting (DAB) is to provide high definition radio which offers very high audio quality and data services to the fixed and mobile receivers. Digital video broadcasting (DVB) is the video broadcasting technology and DVB is the replacement for existing analogue television transmission. Orthogonal Frequency Division Multiplexing (OFDM) system is an efficient multicarrier digital modulation technique and which compromises high spectral efficiency. This paper presents the unified approach for DAB and DVB using OFDM system. Bit Error Rate (BER) performance analysis of DAB and DVB system is performed and also Bit Error Rate (BER) performance analysis of unified DAB and DVB is performed using OFDM system. Comparisons are made between the theoretical values and with the obtained results

IMPLEMENTATION OF DOUBLE ENCRYPTION USING ELLIPTICAL CURVE CRYPTOGRAPHY ON FPGA FOR NODES IN WIRELESS SENSOR NETWORKS

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ABSTRACT

Intention of this proposed work is to implement elliptical curve cryptography for information encryption and decryption utilizing matrix mapping methodology and knapsack algorithm for information transmission in nodes of Wireless Sensor Networks. Encryption and decryption of mapping points is employed through knapsack algorithm. In this paper through mapping method there is complication to guess the phrases as it does not show any regularity and knapsack algorithm avoids brute force attack by growing confusions. The modules are integrated to receive matrix mapping, Knapsack encryption, knapsack decryption and de mapping. The coding is done making use of Verilog language and simulation is completing on Xilinx ISE 13.4 and Spartan 6 FPGA is used as the hardware. The complete crypto process is executed with frequency of 503.702MHz. No Maximum combinational path delay is found in the implementation of modules. In comparison with previous works the area utilization in this work is very less, thus satisfying the resource constraints' of wireless sensor nodes.

A SUSTAINABLE DEVELOPMENT FOR ECO –TOURISM AS FOREST CONSERVATION STRATEGY (AS A RESEARCH BASED ON THE SINHARAJA RAIN FOREST)

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ABSTRACT

It is Do doubtful whether Kudawa , recognized as on one of the Prime eco-tourism areas in Sri Lanka, Contributes Sufficiently to forest Conservation and regional development the purpose of this study is to identify and discuss the eco-tourism contribution to conservation of Sinharaja forest and discuss how strategies use by local peoples to attract tourist. finally it proposes some recommendation to develop eco-tourism for sustainable forest conservation. The study area is Kudawa GND consisting of peripheral villages Buthkandha, Pethiyakanda and Pitakalle. Questionnaires, Interviews and focus group discussion are used to collect primary data way of purposive sampling methods secondary data were collected from published reports. Result revel, the following ways of the eco-tourism contributes for environmental conservation of this study. community benefits of eco-tourism act as an incentive for them to actively engage in forest conservation. The villages them selves have an understanding on the natural environment and archaeological value of the reserve an are aware of the socio-cultural aspects in the are. this would serve as an asset for them in carrying out ecotourism. so people beginning to think forest as income generate resource for them and finally this lead to reduce resource degradation in this area. Community involvement in eco-tourism and attitudes change towards conservation support the forest Department to carry out management activities efficiently. There fore eco-tourism certainly influences to contribute forest conservation forest in this area. finding indicate the that following ways of eco- tourism contribute to regional development take place. Only 10% peoples in kudawa area involved in eco-tourism based employments. That influence to develop the economy and the social position of some peoples. Tourist while appreciating sinharaja forest natural beauty, spent less contribution to local people because they follow package system in which the chose just a one destination out of several given in the package Tourist not have enough opportunities to visit village activities because impact of travel agencies in Sri Lanka. Therefore those points influence to less contribution for regional development in this area. Kithul tapping is use as a strategy to attract by peoples. To develop ecotourism as forest conservation approach, should be encouraged community participation and relevance institution should pay their attention to develop ecotourism in Sri Lanka

Key word: ECO-tourism, Community development and tourism based employments

EXPORTING JAPAN'S HIGH-QUALITY LOW-COST RICE DISTRIBUTION SYSTEM: A CHALLENGE OF JAPANESE AGRICULTURAL MACHINERY INDUSTRY AIMED AT SUPPORTING AGRICULTURAL ENTERPRISES

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ABSTRACT

Japan has been net importer of agricultural products. Japanese government, however, announced the export strategy in 2013, and has promoted to increase export of Japanese agricultural products as an important national strategy, partially reflecting the negotiation and the agreement of TPP. The plan aims to increase the export of rice to become 60 billion yen, from the current export value of about 13 billion yen. The obstacles remain in the high price of Japanese rice, which is about twice expensive in retail price than the competing suppliers. Japanese suppliers need to reduce the cost by simplifying the distribution in the importing country, or selling direct to the buyers there. One method can be a timely direct shipping system based on the FDI of Japan's rice polishing system company to the importing country, so that Japanese brown rice can be exported, transported, and stored unmilled, to be polished on the spot when it is demanded. This system can reduce the distribution-cost and the end-price of rice, while providing the high-quality rice, at the same level as in Japan. Company K has been building rice polishing and distribution system in the importing countries. It has established a package deal of exporting rice with their machinery, which reduces the cost of rice distribution as well as increasing the taste of rice. Rather than exporting products only, this export of high-quality and low-cost rice distribution system, which has been developed in Japanese market, should have a better opportunity of exporting Japanese rice in future.

Keywords: Rice trade, on demand polishing system, Agricultural enterprises

**FACTORS CONTRIBUTING TO GROWTH AND DEVELOPMENT OF
MARKETING PERSONNEL AND HUMAN RESOURCES AT JAPAN
AGRICULTURAL COOPERATIVES: PAC ANALYSIS OF VEGETABLE AND
FRUIT PROCESSING BUSINESS**

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ABSTRACT

This study examines, using PAC analysis, the internal psychology of individuals related to their stances and attitudes about marketing activities for vegetable and fruit processing operations, for which Japan Agricultural Cooperatives (JA) are making increasing efforts, particularly assessing the characteristics and development of their beliefs. Moreover, this study examines issues related to the development of marketing personnel and measures to develop future human resources. Marketing activities for JA's vegetable and fruit processing business must linked "internal marketing activities" conducted by approaching JA members and producer associations of producing centers for the procurement of raw materials and "external marketing activities" conducted by approaching customers for selling and continuing to sell products. Personnel combine knowledge and information available in and outside the organization as they build relationships with customers and implement marketing activities that include proposing products, receiving orders, and delivering products. The direction of such marketing activities is determined by knowledge and beliefs: (1) Knowledge includes marketing techniques used to resolve customer issues, recognition of difficulties in selling processed vegetables and fruits compared to their fresh counterparts, with awareness of personnel's strengths and weaknesses. (2) Beliefs include the intention to achieve targets including efforts, enthusiasm, goal setting, and customer-orientation such as emphases on customer satisfaction and trust. (3) Such knowledge and beliefs are acquired through direct experience during actual work. Future studies must examine measures for human resource development that consider linkage between these internal and external marketing activities and experiential learning.

Keywords: Experiential learning, Human resource development, Japan Agricultural Cooperatives, Marketing activities

INFLUENCE OF LEADERSHIP STYLES ON GENDER EQUITY AND EQUALITY

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ABSTRACT

Men are usually perceived as more appropriate in leadership positions. But a recent debate has emerged in the academia literature over the potential existence of a female leadership is advantage. Women proportion in the population are high and proportion of women in the workplace also remarkably increased within past few decades. But the problem is women remains vastly underrepresented at the high organizational levels. One reason for women's under representation is top leadership positions is undervaluation of women's effectiveness as leaders. This explanation is supported by several theoretical perspectives. Why women are so underrepresented in the most of the leading leadership positions is a question. This should be a ongoing debate since it is timely important topic because all over the world talking about gender equity and quality. On the other hand there modern society and organizations are required "feminine" type leadership. The arguments for a feminine type leadership generally stem from the belief that women are more likely than men to adopt collaborative and empowering leadership styles, while men are disadvantaged because their leadership styles include more command-and-control behaviours and the assertion of power. In the academia researchers criticized straightforwardness of this argument proposing that studies should not be asking whether there is a perceived gender difference in leadership .Managerial power of the effective leadership will be depend on the position power and the personal power. Further the recurring pattern of behaviors exhibited by a leader will depend on autocratic style, human relation style, democratic style, assize-faire style. Some scholars believe that leadership success required the right style –situation match. Hence classifies leadership styles as either task motivated or relationship motivated, they are strongly rooted in individual personalities. These individual personalities affected by leaders' position power, quality of leader, member relations and amount of task structure.

Key words: Leadership, Leadership Styles, Gender, Effectiveness, Equity and Equality

EXPLORING SOCIAL MEDIA INFLUENCES ON COLOUR COSMETICS PURCHASE DECISIONS FOR FEMALES AGED 45+

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ABSTRACT

“You wouldn’t have thought that’s make-up, they’ve clearly had work done on their face.” The purpose of this paper is to explore the effects of social media on colour cosmetic purchase decisions in the over 45-female market. This group are the fastest growing demographic using social media (Safko, 2012), and are the largest consumer group for that industry (Mintel, 2016). The colour cosmetics industry is evolving at a phenomenal rate. Since the UK economy has entered recovery, retail value sales are currently worth £1.84bn and predicted to reach £2.5bn in 2021 (Mintel, 2017). Kantar (2014) revealed that out of 26,853 surveyed, 87% of women agreed they take great pleasure in looking after their appearance; and this was more prevalent with the older demographic. Yet, previous academic research has only investigated the uses, implications and purchase decisions of social media influences on a younger audience, (18-25 year olds) with little or no research being carried out on the older demographic. This paper reviews existing literature on the cosmetics industry, the functional and emotional values of brands, the consumer decision making model, as well as the consumer habits of the over 45 year olds and social media. A mixed methods approach has been adopted, using online questionnaires and focus groups. Where the research explores the colour cosmetic habits of the over 45 females, as well as the significance of brands functional and emotional values, then moving on to the influence social media has on the colour cosmetic purchase decisions of this demographic. The findings reveal that consumers are not directly influenced by social media, but indirectly influenced, through third party social media users such as children and grandchildren. Participants expressed strong beliefs that they make their own decisions and are not influenced by social media, with trust being the main concern. Due to this lack of trust, it appears that consumers display enhanced brand loyalty with colour cosmetic brands. The research concludes with limitations of the study and propositions for future research. For the purpose of this study, the term ‘make-up’ will be used during the research process for the participants understanding, rather than the technical term of ‘colour-cosmetics’.

Keywords: Colour Cosmetics; Social media; Consumer Decision Making; Functional; Emotional

THE IMPACT OF E-MARKETING TOOLS ON THE GROWTH OF NIGERIAN ENTERTAINMENT AND MEDIA (E&M) INDUSTRY: POSSIBILITIES AND CHALLENGES

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ABSTRACT

The National Bureau of Statistics recently announced that the entertainment and media (E&M) industry in Nigeria recorded growth of 1.86% to 12.81%; contributing N54bn to the country's GDP. The industry's revenue is projected to reach an estimated \$8.5bn in 2018, from \$4bn in 2013, with internet as one of the key drivers (PwC report, 2016, p.14). This is coming at a time when Nigeria's economy has shrunk by 2.24% since 2015 and receded by 0.18% from the previous quarter. Therefore, this study unpacks the possibilities and challenges of the impact of e-marketing tools on the growth of Nigerian E&M industry. E-marketing tools provide "a unique combination of powerful capabilities for marketers" (Parsons et al., 2015). E-marketing suitability for the E&M industry lies in its less capital demand, convenient and online means of disseminating marketing messages across to a heterogeneous population at an unlimited geographical space. E-marketing is a reality in Nigeria as study by Mathew, Ogedebe & Ogedebe (2013, p. 549) show that "Many Nigerians who used (sic) the internet as one form of communication or another are bombarded daily with advertisements of products and services from industries in the country." This realities has brought a shift from mechanical to electronic and from analogue to digital way of life; ultimately impacting the marketing realms. The Internet enables these electronic/digital platforms; which marketers (E&M industry) and customers (content consumers) rely on to effectively reach and receive communication contents and feedbacks respectively. However, this study examined the challenges that have possibly hindered the full realization of the e-marketing tools of the Nigerian E&M industry and noted among others; poor power supply and unreliable network infrastructure in the country. There is also an increased customer expectations and challenge of compliance demand in the industry as influenced by ever dynamic digital boundaries. There is a huge economic need for the Nigerian government to live up to her obligation and enhance power supply and boost network infrastructure. The Nigerian E&M industry needs to continually integrate different digital platforms to reach targets and attract more content consumers. Both the government industry should increasingly learn and bring a global perspective that can help the nation adapt to the constantly changing digital environment.

ACADEMIC AFFILIATION

NATIONAL E-LEARNING RESOURCE CENTER, FACULTY OF COMPUTING AND TECHNOLOGY, UNIVERSITY OF KELANIYA



National E-Learning Resource Center (NELRC) is approved by the National Budget 2017 of Sri Lanka with Rupees 250 Million. The functions of NELRC are divided into four phases. The center is functioning mainly as a course provider and serving learner needs on a national basis through developing courses; certificates and programs mostly in the field of computer science, and education. The center has strong emphasis on the support of teachers in schools and academic staff in Universities in the use of educational technologies through providing assistance and advice and by developing applications and resources in course development where e-learning is featured. The center is also supporting innovation within the instructional process of e-learning. The underline pedagogical model of this process is about collaborative learning in a problem based curricula context. The center is engaged in testing of educational software, tools and resources, integration of audio-visual material and evaluation about the impact of new technology in education. Other activities include consulting services, support for implementation and assessment and assistance with integration of e-learning processes to curricula.

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