DAY – 01 : 14th of September, 2016

TECHNICAL SESSION I
11.00 am – 12.30 pm

Session 1 Panel – I
Coordinator: Dr. N. Muhunthan

Media & Communication. (Prof. Kamal Waleboda and Mr. Manoj Pushpakumara Jinadasa)

1. ‘Jathika Pasala’ Television Programme for Ordinary Level Students: A Recipient Analysis
   Duwage H.U.R and Raguram S

   Kumara K.W.R.C.P, and Raguram S

3. The Importance of Sri Lanka’s ‘Image’ for Economic Diplomacy
   Senaratne W. B

Session 1 Panel – II
Coordinator: Mr. D. R. Ruwan

Finance and Entrepreneurship. (Prof. T. Velnamby and Prof. B. Nimalathasan)

1. Test of Uncovered Interest Rate Parity for Sri Lanka- Evidence from LKR/USD Rate
   Hiruni Nirmali K. D, and Rajapakse R.P.C.R

   Jayawardhana J.R.N.N

3. The Impact of Domestic Debt on Investment: An Empirical Investigation of Sri Lanka
   Selvamalai T

4. Entrepreneurial Attitude Orientation – An empirical investigation among students
   Ponmani R, and Annapoorani R

5. The role of Heuristics in Investment Decisions: An empirical assessment
   Hanis Sultana A and Venkatapathy R

Session 1 Panel – III
Coordinator: Mr. S. Baskaran

OB. (Prof. J. A. S. K. Jayakody)

1. Gender difference and Counterproductive work behaviour towards organisation (CWB-O) and individuals (CWB-I)
   Venkatapathy R, and Madhumathi M

2. Impression Management – A study on gender and sectoral differences among Knowledge Workers
   Venkatapathy R, and Valarrmathi V

3. Role-Base performance and Workplace Depression among Software Professionals in
Coimbatore
Ajoy Mathew, and Saranya S.M

4. Subordinates’ Perception towards Their Leader’s Destructive Behaviour- An Empirical Study among BPO Employees
   Gowtham Raaj V, and Rupa Gunaseelan

5. Relationship between Fun Culture and Work - Life Balance among Software Professionals in Chennai
   Vimala B and Mohankumar S

TECHNICAL SESSION II
13.30 pm to 15.00 pm

Session 2 Panel –I
Coordinator: Mrs. L. Vidya
Venue: Video Conference

Economics. (Prof. R. Annaporani and Prof. V. Ponmani)

1. The factors determine the Coconut Production in Sri Lanka: An analysis of Cobb-Douglas Model
   Godwin Phillip P, and Thayaparan A

2. Relationship between Education and Poverty
   Jeyapraba Suresh

3. Electricity and water consumption pattern with income level at households in Batticaloa District, Sri Lanka
   Tharsinithay Kirupananthan

4. Tourism and Residents Perceptions of Quality Of Life: Special Reference with Passikudah in Batticaloa District
   Vijayakiruthika S, and Maheswaranathan S

5. Estimating willingness to pay for recreational services of Lighthouse Park, Palameenmadu, Batticaloa
   Kanagasingam V, and Nallarajah N

6. Production of Palmyrah Leaf Based Products in Eravur Town DS Division of Batticaloa
   Raasitha J.F, Thivahary Geretharan, and Hariharan G

Session 2 Panel – II
Coordinator: Dr (Mrs). M. C. Srikhanthan
Venue: e-Learning

Medical & Health Sciences. (Prof. R. Sivaganeshan and Prof. R. S. Ramasamy)

1. The study of mal identification of Munronia pinnata (Wall) Theob. as Nilavembu (T)- Review
   Saranya U, Mohommadu Hasan M.G, and Paheerathan V

2. A Review on the recent advances in Pharmacological and Phytochemical studies of Phyla nodiflora (Poduthalai)
   Sivalathajini V

3. Prevalence and Pattern of Smoking among Government Officers in Urban Sri
4. Role of Chrysanthemum cinerariifolium in the Control of Leishmaniasis Vector
    Rohini P, and Piratheepkumar R

5. Literature review on Mud therapy
    Sivalathajini V, and Sounthararajan K

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**TECHNICAL SESSION III**

**Session 3 Panel – I**  
Coordinator: Dr (Mrs). V. Paheerathan  
Venue: e-Learning

**Medical and Healthcare Sciences. (Prof.Preethi Soysa and Prof.Parameswaran)**

1. Evaluation of haemopoietic activity of the rhizome of *Corallocarpus epigaeus* benth. Ex hook  
   Saranya U, Sivaganeshan S, and Varnakulendran N

2. A Descriptive Study on Perceived Psychological Stress Among Middle Adolescents in Batticaloa Educational Zone  

3. Prevalence and risk factors of overweight and obesity among adults in rural areas in Batticaloa district  

4. Neerizhivu: A Comparative Review As Per Siddha Classics With Modern Medicine  
   Balamanohary U, Uthayanan S, and Manoharan A

5. Comparative study on poly herbal Siddha preparation of “Karunai kizhanku lekiyam” on house preparation and market sample  
   Janani S, and Kaluthotage S

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**Session 3 Panel – II**  
Coordinator: Mrs. R. Dilakshy  
Venue: Mini Auditorium

**Management and Economics. (Prof.R.Venkatapathy)**

1. Impact of Organizational Learning on Organizational Innovation  
   Aqeela M.S.F, and Victor L.D

2. Relationship Between Emotional Competence And Qwl Among Nurses  
   Mohankumar S and Vimala B

3. Relationship between Employees’ perception of Organizational Politics and Emotional Intelligence  
   Sowmiya K.R and Panchantham N

4. Emotional Maturity of Prisoners: A Study of Jaffna and Boghambara Prisoner Communities  
   Thamilarasy S, and Abirami R
5. An Intervention Study to Improve Interpersonal Relationship Skills among the Secondary School Students: An intervention study with Grade 8 Students of J/Jaffna Hindu College
   Vipulan N, and Piratheepa V

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<td>Humanities and Aesthetics. (Dr. R.P.I.R Prasanna and Dr. S. Jeyasankar)</td>
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<tr>
<td>1. Impacts of Reconstructing Physical Infrastructure on Refurbishing Social Infrastructure: A Study on Tsunami-Affected Communities in The East of Sri Lanka, Vickneswaran Gananayagam</td>
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<td>2. A Descriptive Study on the Left Hand Fingering Techniques of Carnatic Violin Playing, Kondasinghe I. D</td>
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<td>3. Impact Evaluation of Jaffna Lagoon Scheme, Piratheepa.v</td>
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<td>4. The Relevance of Truth Commissions in Post War Context: Sri Lankan Perspective, Sanjeewani D.G.N</td>
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**DAY – 02 : 15th of September, 2016**

**TECHNICAL SESSION I**

**Session 1 Panel – I**

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<td>Medical and Healthcare Sciences. (Dr. G. Sivaraman and Dr. K. Karunakaran)</td>
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<tr>
<td>1. Literature review of Preventing Thotraa Noigal in the modern society through ethics and codes of conducts relevant to Siddha and creation of stress relieved community through spiritual performance, Thillany P.V, and Sathiyaseelan V</td>
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<tr>
<td>2. Antioxidant Activity in Aqueous Extracts of Leaf of Gymnema Sylvestrae Stored for Six Months at Room Temperature And at 4°C Using 1, 1-Diphenyl-2-Picrylhydrazyl (Dpph) Assay, Thilageswary Kumutharanjan, Ramaiyah Sivakanesan, and Vasanthy Arasaratnam</td>
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<td>3. Total antioxidant capacity of leaf, stem, root and flower of Datura metel, Pratheepkumar R, and Sivakanesan R</td>
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<td>5. Constructive alignment in medical education in Sri Lanka, Sathaananthan T</td>
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<td>6. Preliminary study of Free radical scavenging activity of aqueous extracts of parts of Cassia auriculata under different storage conditions, Pancharajah S, and Sivakanesan R</td>
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### Session 1 Panel – II  
**Coordinator:** Mrs. P. Subathini  
**Venue:** Mini Auditorium

#### Agriculture and Environmental Science  
*(Prof. (Mrs.) T. Mahendran & Dr. Chalinda K. Beneragama)*

1. Effect of Particle Size of Coco peat on Germination and Growth of Greenhouse Vegetable Nursery Plants  
   **Galahitigama G.A.H and Sangeewa M.D**

2. Comparative Study on Physico-Chemical Characteristics of Ceylon Cinnamon (*Cinnamomum zeylanicum*) Bark Oils from Selected Cinnamon Cultivation Districts  

3. Effect of different concentrations of Sodium Chloride on the growth and yield of Vegetable Cowpea  
   **Himaya S.M.S, Prapagar K, and Dasinaa S**

4. Impact of Sulphate of Potash (SOP) and Partially Burnt Paddy Husk (PBPH) on Phosphorus Availability in a Salt-affected Paddy soil  
   **Kanimoly M, and Premanandarajah.P**

5. Selected Serum Biochemical Parameters of West African Dwarf Rams Administered with Aqueous African Marigold Plant (*Aspilia Africana*) Extract  
   **NseAbasi NsikakAbasi Etim**

### Session 1 Panel – III  
**Coordinator:** Dr (Mrs). M. C. Srikhanthan  
**Venue:** Board Room

#### Botany and Zoology, (Prof. T. Jayasingam)

1. Ethnobotanical survey of medicinal plant species at Trincomalee Campus  
   **Bamini R.T.S, and Paheerathan V**

2. Phytochemical Constitution of cultured *Gracilaria edulis* from East coast of Batticaloa District, Sri Lanka  
   **Umakanthan G, Vinobaba P, and Radampola K**

3. Determination of the Relationship between Shrinkage, Density and Absorption of Selected Wood Species  
   **Sangeewa M.D, Gamage N.T.G, Galahitigama G.A.H, Ruwanpathirana N**

### Session 1 Panel – III  
**Coordinator:** Dr (Mrs). M. C. Srikhanthan  
**Venue:** Board Room

#### Physics, (Prof. Ravirajan and Dr. Dilushan R. Jayasundara)

1. Benzimidazolyl pyridine complex as accelerator in Epoxy Resin Systems for electrical insulation  
   **Sakuntala Samuelson, Nanjegowda N M, and Reddy P.V**

2. Deposition and Characterization of Cu$_2$ZnSnS$_4$ Thin Film for Solar Cell Application  
   **Muhunthan N, Loheeswaran S, Singh V.N**
**Session 1 Panel – IV**

**Coordinator:** Mrs. S. Praveena

**Venue:** Video Conference

**Marketing Management. (Dr. K. Kajendra and Dr. T. Mangaleshwaran)**

1. Factors affecting the adoption of Internet Banking: with special reference to Batticaloa District
   *Kalaipriya J*

2. The Impact of Personality Traits on Physical Engagement: The Study on Financial Institutions in Trincomalee District
   *Lakshika K, and Thavakumar D*

3. Factors Influencing Mobile Banking Adoption in Trincomalee District
   *Madana M.H.B.A.H*

4. A Study on the Influence of Promotional Mix and Personal Factors on Urban Consumers’ Buying Decision Towards Fast Food Special Reference to Dehiwela Divisional Secretariat Area
   *Thivyaashani S, Kennedy F. B*

5. Uses and Perception of Online Social Networks (OSNs) among the Academic Community: Special reference with Eastern University, Sri Lanka
   *Vijayakiruthika S, and Ragel V. R*

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**TECHNICAL SESSION II**

14.00 pm to 15.00 pm

**Session 2 Panel – I**

**Coordinator:** Mrs. C. Kumuthinithevi

**Venue:** Mini Auditorium

**HRM. (Dr. S. Mohankumar and Dr. Vasthiyampillai Sivalogathasan)**

1. Impact of Perceived Quality of Work Life on Job Performance of Teachers in the Eastern Province of Sri Lanka
   *Ajmal Khan S.L, and Kanagasingam V*

2. Influence of Job Task Demand on Role Conflict Dimension of Occupational Stress among the Executives of Bank of Ceylon, Sri Lanka
   *Prabaharan T and Lakshika K*

3. The Impact of Corporate Social Responsibility (CSR) on Organization Citizenship Behaviour (OCB) and Employee Turnover Intention (ETI) in Telecommunication Sector Employee-A Study of Northern Province in Sri Lanka
   *Bairavi.N*

4. Support from work and family as moderators of the relationship between work family interference and job satisfaction
   *Kengatharan N, and Mayuran L*

5. Determinants of Organizational Learning Capability in financial Sector Organizations in Trincomalee District
   *Laavanyah S*

6. Factors Influencing the Examination Stress: The Special Reference to Eastern University Undergraduates
   *Luckmizankari P, and Prabaharan T*
### Session 2 – Panel II

**Coordinator:** Mr. S. Thadchanamoorthy  
**Venue:** e-Learning  
**Science and Technology. (Prof. Shamala Subramniam and Dr. H.M.M. Naleer)**

1. Integrating APIs through Enterprise Service Bus  
   *Sriashalya S, and Kalyani Y*

2. Identifying the Learning Patterns of students Using Learning Management System Log  
   *Suthakaran A, and Charles E.Y.A*

3. A Lightweight tool for Learning Data Structures using Android Smart Phones (DSLT)  
   *Thushika V, and Thabotharan K*

### Session 2 Panel – III

**Coordinator:** Ms. K. G. L. A. N. S. Jayawardhana  
**Venue:** Video Conference  
**Language and Linguistics. (Dr. M.G. Lalith Ananda)**

1. Stylistic analysis as an alternative in teaching English-literature at G.C.E O/L  
   *Naveenraj V. J*

2. E.M Forster’s A Passage to India as an exemplary of Orientalist writing  
   *Arivarasy M*

3. The Scholarly Pursuits of Compiling Dictionaries in Jaffna –A Study on the 19th Century Efforts  
   *Gayathree S. S.*

4. Impact of tasks on the performance of students’ grammar usage  
   *Mohan Samaranayake*

5. Emerging Knowledge from Sri Lankan Tamil Fiction for Sustainable Regional Development: A Study on Selected Pieces  
   *Shriganesan K*

6. The Morphological Study of the Constraints of Affixation in English Word: A Tool-Based Approach  
   *Somathasan M*

7. The Employment of Symbols by Toni Morrison in Beloved  
   *Sugandika Sandamali K. P*