



Contents

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Programme of Technical Sessions

Oral Presentations

Technical Session A1- Science, Fisheries and Marine Science

Venue: N L H -1, Faculty of Engineering

On 18th March 2010

A1-01

8.40 – 9.00 a.m.

Use of Morphometric Characters of a Fish Species to Predict the River it Collected; A Novel Approach

Pubudu Thila, A.W.L., De Silva, A.W. L and Jayasekara, L.A.L.W.

A1-02

9.00 – 9.20 a.m.

Mapping Evaporite Minerals and Associated Sediments in Lake Magadi, Kenya, Using Hyperspectral Hyperion Data.

Gayantha L. Kodikara, Tsehaie Woldai, Frank J.A. van Ruitenbeek, Kieth D. Shepherd, and van Humme, G. J. I

A1-03

9.20 – 9.40 a.m.

Effect of Different Commercial Diets on the Growth Performance and Reproductive Performance of Guppy, *Poecilia Reticulata* (Peters)

Kumaratunga, P.H.S. and Radampola, K.

A1-04

9.40 – 10.00 a.m.

Computer Assisted Coral Identification System: An Electronic Approach to Identify Common Coral Species of Sri Lanka.

Bandara W.M.D.K, Terney Pradeep Kumara P.B

A1-05

10.00 – 10.20 a.m.

Metals in Fish from Sri Lankan Coastal Lagoons and Human Health Risk.

Asanthi, H. B., Gomez, E. Aliaum, E., Lasserre, G. Cumaranatunga, P.R.T. and Casellas, P.R.T.

10.20- 11.00 a.m.

Refreshment

11.00 – 12.00 a.m.

Gust of Honour's Speech

12.00 – 1.00 p.m.

Lunch

01.00 – 2.00 p.m.

Poster session



Seventh Academic Sessions of University of Ruhuna

Technical Session AII- Management & Finance

Venue: N L H -1, Faculty of Engineering

On 18th March 2010

AII-01

2.00 – 2.20 p.m.

The Effect of Capital Structure on Microfinance Institutions' Performance

M.W.S.Sanjeewa Silva

AII-02

2.20 – 2.40 p.m.

The Impact of Operating Y system on Organizational Effectiveness, Special Reference to Bank of Ceylon and Commercial Ank Plc

S. A. D. Rathnamali & G. A. N. Darshi

AII-03

2.40 – 3.00 p. m.

Management Practices Across Generations: Two Multi-Generational Cases from Sri Lanka

G.T.Wasantha Sriyani,

AII-04

3.00 – 3.20 p.m.

Conceptualizing a Model to Premote SMES towards Internationalization

G.T.Wasantha Sriyani,

AII-05

3.20 – 3.40 p.m.

Determine the Buying Decision Differences Towards Apparat; A Study of Younge and Adults Consumers in Western and Southern Province Sri Lanka.

P.K.C.Dinesha

AII-06

3.40 – 4.00 p.m.

Impact of Training and Development Programs towards Work Related Variables

Mihirani, H.L.A and Galhena, B.L.

AII-07

4.00 - 4.20 p.m.

Impact of Absenteeism on Employee Satisfaction: A Study with Special Reference to the Bakery Industry in the Southern Province, Sri Lanka

M.W. Indrani



Seventh Academic Sessions of University of Ruhuna

Technical Session B1- Agriculture and Administration

Venue: LT -1, Faculty of Engineering

On 18th March 2010

- B1-01**
9.00 – 9.20 a.m. **Milk Protein Polymorphism of Buffaloes in Southern Area of Sri Lanka**
Ranasinghe H.R.M.K.K.K, Hirimuthugoda N.Y, Rajapakse R.P.V.J., Gunawardena W.W.D.A
- B1-02**
9.20 – 9.40 a.m. **Effects of Dietary Energy and Rice Bran Levels on Growth Performance and Nutrient Retention of Broiler Chicken**
Atapattu, N.S.B. M and Prabath, A. N. M. B. R
- B1-03**
9.40 – 10.00 a.m. **Evaluation of Different Flexible Laminates for Preventing the Post Processing Losses of Hygroscopic Foods**
C. P. Rupasinghe, H. P. C. Rasika, S.B. Navaratne and W.L.G.Boteju
- B1-04**
10.00 – 10.20 a.m. **Three Decades: Two Curricular an Analysis of the Results of B.Sc Agriculture Graduates of Ruhuna University**
Mudalige, SKK, Atapattu, NSBM and Rangoda, BDP
- 10.20- 11.00 a.m. Refreshment**
- 11.00 – 12.00 a.m. Guest of Honour's Speech**
- 12.00 – 1.00 p.m. Lunch**
- 01.00 – 2.00 p.m. Poster session**



Seventh Academic Sessions of University of Ruhuna

Technical Session C1- Humanities and Social Sciences

Venue: LT 2, Faculty of Engineering

On 18th March 2010

- C1-01
8.40 – 9.00 a.m. Poverty Alleviation in Sri Lanka: A Study of Policy Impact on Political Behaviour.
Abeyrathne G.D.R.U.U.

- C1-02
9.00 – 9.20 a.m. Establishment of Buffer Zones for Tropical Rain Forest Conservation (A Case Study on North-Western Hillside of the Sripada Forest)
Karunaratne, MSML & Kumara, HIGC

- C1-03
9.20 -- 9.40 a.m. Dutch Reformed Church in Kalipitiya: An Archaeological and Architectural Study.
D. U. Wijetunge

- C1-04
9.40 – 10.00 a.m. ශ්‍රී ලංකාවේ නිවර්තන වැසි වනාන්තර සංරක්ෂණය කිරීමේ උපාය මාර්ගයක් ලෙස සීමාන්තරික කලාප පිහිටු වීම සහ එහි බලපෑමට සම්බන්ධ අධ්‍යයන ස්වභාව රක්ෂිතයේ බටහිර බැවුමේ ප්‍රදේශය ඇසුරිනි.
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- C1-05
10.00 – 10.20 a.m. නිල්වලා ගඟ ආශ්‍රිත ජීවන ව්‍යවහාර හා තදනුබද්ධ ජනගහන ගණනාවක්
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- 10.20- 11.00 a.m. Refreshment**

- 11.00 – 12.00 a.m. Gust of Honour’s Speech**

- 12.00 – 1.00 p.m. Lunch**

- 01.00 – 2.00 p.m. Poster session**



Technical Session C II- Humanities and Social Sciences

Venue: LT 2, Faculty of Engineering

On 18th March 2010

- CII-01
2.00 – 2.20 p.m. පයිනස්වලට එරෙහි ව ප්‍රජාව: ශ්‍රී පාද, සිංහරාජ සහ දෙදියගල වනාන්තර ඇසුරින් කෙරෙන භූගෝල විද්‍යාත්මක අධ්‍යයනයක් එම්. එස්. එම්. එල්. කරුණාරත්න,¹ ආර්. කේ. සී. කුමාර,¹ එච්. අයි. ජී. සී. කුමාර,¹ ධම්මික හේවගේ
- CII-02
2.20 – 2.40 p.m. An Analytical Study of the Use of M-Government for Providing Information and Services in Public Sector in Sri Lanka (Based On Government Information Centre-GIC)
P.Vithanage , G.R. and Ayesha Godagama
- CII-03
2.40 – 3.00 p.m. Impact of Socioeconomic and Second Language Learning Backgrounds on the Development of English Writing Skills of Undergraduates (A Case Study on the Faculty of Management and Finance, University of Ruhuna)
R.A.W.D. Jayawardhana
- CII-04
3.00 – 3.20 p.m. The Role of an ESL Curriculum
Ruwan Gunawardane
- CII-05
3.20 – 3.40 p.m. The Spatial and Temporal Pattern of Dengue in Matara District
G Edirisinghe,
- CII-06
3.40 – 4.00 p.m. පුරාණ සිංහල කවියෙහි සහ නූතන ප්‍රංස කවියෙහි විද්‍යමාන කාලය බන්ධන විධි.
ධර්මා රාජපක්‍ෂ
- CII-07
4.00 – 4.20 p.m. ප්‍රමිතිර්ඛව හා අතිරේක දැනුම රැස් කිරීම විශ්වවිද්‍යාල විද්‍යාර්ථීන් ගේ කාර්යසාධනයට සිදුකරන බලපෑම
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- CII-08
4.20 -4.40 p.m. Looking for Links: Sea Links in Ancient Sri Lanka
B. H. M. W. Bohingamuwa



Seventh Academic Sessions of University of Ruhuna

Technical Session D1- Management & Finance

Venue: LR 1, Faculty of Engineering

On 18th March 2010

D1-01

8.40 – 9.00 a.m.

**Service Quality of Public Transportation Systems in Sri Lanka;
With Special Reference to Matara District**

G.K.N.G.I. Wediwardana, S.A. Buddika

D1-02

9.00 – 9.20 a.m.

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පී. ඩී. එන්. එල්. වික්‍රමරත්නත්ත සහ ජී.කේ. එච්.ගනේවිල්වත්ත**

D1-03

9.20 – 9.40 a.m.

**Media Planing Strategies and Consumer Media Habits: The Case of
Nestomalt**

Wijesundara T.R., Rathnayaka C.V

D1-04

9.40 – 10.00 a.m.

**Consumers Attitudes towards TV Advertising in Economy, Ethical
and Personal, Usefulness Perspective: An Empirical Investigation
among Consumer in Southern Province**

T.R. Wijesundara, A, Hearth

D1-05

10.00 – 10.20 a.m.

**The Impact of Internal Audit on Verification of Internal Control
Applications: with Special Reference to Harischandra Mills PLC.**

T.A.N.R. Jayarathne, H.A.C. Jeewanthi and S.A.S. Priyadarshani

10.20- 11.00 a.m.

Refreshment

11.00 – 12.00 a.m.

Gust of Honour's Speech

12.00 – 1.00 p.m

Lunch

01.00 – 2.00 p.m.

Poster session



Technical Session D II- Management & Finance

Venue: LR 1, Faculty of Engineering

On 18th March 2010

DII-01

2.00 a.m – 2.20 p.m.

The Contribution of Accounting in Selecting and Continuing Small Businesses in Sri Lanka

M.W. Indrani

DII-02

2.20 a.m – 2.40 p.m.

Impact of Total Quality Management Practices on Production Employees' Job Satisfaction (Special Reference to MAS Intimates Unichela (Pvt) Ltd, Koggala)

S. M. Kodithuwakku ., G.K.H. Ganewatta

DII-03

2.40 – 3.00 p.m.

Critical Success Factors of the Women Entrepreneurs with Special Reference to Dress Making Industries in Matara District

L. R Rupasinghe

DII- 04

3.00 – 3.20 p.m.

Personality Traits of Successful Small Scale Entrepreneurs: Evidence from Southern Province Sri Lanka.

L.R Rupasinghe & S.A Buddhik a

DII-05

3.20 – 3.40 p.m.

The Effect of Capital Structure on Microfinance Institutions' Performance

M.W.S.Sanjeewa Silva

DII-06

3.40 - 4.00p.m.

Determine the Buying Decision Differences Towards Apparel; A Study Of Younge and Adults Consumers in Western and Southern Province Sri Lanka.

P.K.C.Dinesha



Technical Session E 1- Engineering

Venue: LR 2, Faculty of Engineering

On 18th March 2010

- E1-01
8.40 – 9.00 a.m. Design and Implementation of CDMA Receiver to Add and Remove Features of the Receiver for Use of Controlling Purposes
Kumara L.S, Chandralal H.M.S.M and K. Pirapaharan
- E1-02
9.00 – 9.20 a.m. Towards an E-Commerce Adoption Model for a Business Organization: A Guide for Successful Implementation
Asanka Upamal Walpitagamage, Dr. Bandu Ranasinghe
- E1-03
9.20 – 9.40 a.m. Development and Structural Behavior of Coconut Coir FRP 10.00 Hollow Sections
Sakura G.B., Kumara W.M.P., , Ishara H.R.A.D and H.Sooriyaarachchi
- E1-04
9.40– 10.00 a.m. Evaluation Criteria for Condition State of Reinforced Concrete and Prestressed Concrete Bridges
Sudhira De Silva Chandana Nawarathna and Laksiri Pradeep, Suranga Priyalal
- 10.00- 11.00 a.m Refreshment**
- 11.00 – 12.00 a.m Gust of Honour's Speech**
- 12.00 – 1.00 p.m Lunch**
- 1.00 – 2.00 p.m. Poster session**

Technical Session E II- Engineering

- EII-01
2.00 – 2.20 p.m. Numerical Simulations for the Below Ground Nitrate Dynamic in Soil Columns Subject to Reclaimed Water
Wasanthi N. M. S.
- EII-02
2.20 – 2.40 p.m Design and Implementation of a Smart Antenna for 4G Applications
K. Pirapaharan, C. Ranaweera, H.K.S. Kumara and R.S.D. Kumarathilaka
- EII-03
2.40 – 3.00 p.m Practical Approach for Blind Source Separation of Instantaneous Mixture of Audio Signals



Seventh Academic Sessions of University of Ruhuna

*Mendis B.I.A., Niroshan K., Ananda Y.C.C., Priyangika A.A.C.,
Pirapaharan K.*

EII- 04

3.00 – 3.20 p.m

R & D on Tracking Systems at DEIE, Faculty of Engineering
P. G. N. Rangika

EII-05

3.20 – 3.40 p.m

Remote VPN User Access Auditing System
W.G.G.A.T.C Dias & S.S.S.P.P.P.M.M.C.P. Wimalasena

Technical Session E III- Engineering

Venue: LT -1, Faculty of Engineering

On 18th March 2010

EIII-01

2.00 – 2.20 p.m.

Design and Development of High Efficiency Vertical Axis Wind
Turbine at Low Wind Speed by Improving Turbine Blade Profile
and Introducing Deflectors
Sanath J.A and Sumith Baduge

EIII-02

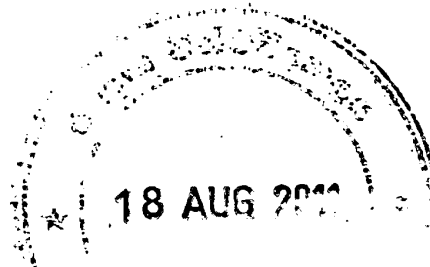
2.20 – 2.40 p.m

Development of a Non-holonomic Multi-agent Robot Navigation
System with Adaptive Formation Control
*J.G. Varuna Priyanka¹, Amura P. Rathanyake¹, D.H.S.
Maithripala²*

EIII-03

2:40 – 3.00 p.m.

Development of Prototype of a Remote Guided Segway Robot
*W.R.L. De Silva¹, L.H.J. Jeewantha¹, G.G.S. Ramanayaka¹, D.H.S.
Maithipala², Anura P. Rathnayake¹.*





Poster Presentations

Venue: LT-1, LT-2 Lobby - Faculty of Engineering
On 18th March 2010 (1.00 p.m. – 2.00 p.m.)

- P-01** Chronic Pyelonephritis- are Weunder Diagonozing
Rathnaweera R. H., A.I Lamahewa,A.
- P-02** Development of Healthy Fruit Yoghurt Incorporated with Star Fruit (*Averrhoa carambola* L.)
S. Abeysekare and V.S. Jayamanne
- P- 03** Production of Fruit Yoghurt with Incorporated Annona (*Annona muricata* L.) and Evaluation of its Physicochemical, Microbiological and Sensory Properties
K.M. Galappatti and V.S. Jayamanne
- P- 04** Socio-Economic and Health Status of Women Involved in Coir Retting in Rathgama Division, Galle District
Sumith Kumara A.G.L.A., Hirimuthugoda N.Y. and Edirisinghe U.
- P- 05** Study the Effectiveness of the Technology Transfer System in Tea Small Holding Sector: A Case Study in Pasgoda DS Division
Samaraweera, G.C., Gamage, H.G.R.P.
- P-06** A Comparison of the Organic Fertilizer Value of Tl Litters
Belpagodagamage, UD, S Subasinghe, and SHR Priyadarshani, and NSBM Atapattu
- P-07** Ethical Issues of Animal Husbandry Experiments; an Analysis of the View of Agriculture Undergraduate
N.S.B.M. Atapattu, S. K. K.Mudalige, B.D.P. Rangoda
- P- 08** Study the Comparative Success of the Poverty Alleviation Programmes in Sri Lanka- Special Reference to the Gemidiriya Community Development and Livelyhood Improvement Project-Matara
G. C. Samaraweera, U.M. T. R. Silva
- P-09** Light Colour Preference of Broilers Reared in Tropical Environment
D. Senaratna, T.Samarakone, N.S.B.M. Atapattu, D.R. Paranawithana¹ and W.C.J.Chandrasiri
- P-10** A Study of Environmental Reforming Practices in Listed Companies of Sri Lanka
P.L.S.A Karunaratna and H.A.C Jeewanthi



Seventh Academic Sessions of University of Ruhuna

- P-11** Impact of Employer Authoritarianism on Employer Needs Achievement: with Special Reference to Harischandra Mills
S.A.S.Priyadarshani, H.V.D.I.Abeywickrama
- P-12** Development of Fruit Yoghurt Incorporated with *Jak (Artocarpus Heterophyllus L.)* and Evaluation of Its Physicochemical, Microbiological and Sensory Properties
O.H. Pilapitiya and V.S. Jayamanne