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**SIRC** | 20  
24  
SAEGIS INTERNATIONAL RESEARCH CONFERENCE

# PROCEEDINGS

“Navigating Opportunities and  
Challenges for a Sustainable Digital Era”

# SAEGIS INTERNATIONAL RESEARCH CONFERENCE (SIRC) – 2024

Organized by  
Saegis Campus, Nugegoda, Sri Lanka  
18<sup>th</sup> July 2024





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Christ Church  
University



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SAEGIS INTERNATIONAL RESEARCH CONFERENCE

# Saegis International Research Conference 2024

“Navigating Opportunities and  
Challenges for a Sustainable Digital Era”

Conference Proceedings

18<sup>th</sup> July 2024

Organized by  
Saegis Campus  
Nugegoda, Sri Lanka.

Proceedings of Saegis International Research Conference 2024  
Saegis Campus,  
Nugegoda,  
Sri Lanka.

42 Pages

ISSN 3051-4800

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Published by:  
Saegis Campus,  
Nugegoda,  
Sri Lanka.  
Tel: +94 11 743 0000  
Email: [sirc@saegis.ac.lk](mailto:sirc@saegis.ac.lk)

Official website of the Conference <http://sirc.saegis.ac.lk/>.

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## ***Message from Chairman Saegis Campus***

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Research is indispensable in the development and progress of Saegis Campus and our nation. We uncover new knowledge, drive innovation, and address critical social issues through research. As the Chairman of Saegis Campus, I emphasize the importance of research in shaping our institution's academic excellence and contributing to national development.

Research forms the foundation for advancements across various fields, including technology, healthcare, economics, and social sciences. By fostering a research culture at Saegis Campus, we empower our

students and faculty to explore uncharted territories, seek solutions to pressing issues, and contribute to the betterment of our nation. Through rigorous and impactful research, we can unlock new possibilities, drive economic growth, and enhance the quality of our lives.

Furthermore, research provides a platform for Saegis Campus to collaborate with industry partners, government agencies, and stakeholders. By engaging in research projects and partnerships, we bridge the gap between academia and real-world applications, ensuring that our research outcomes have a direct impact on national development. This collaboration fuels innovation, facilitates knowledge transfer, and enables us to contribute to national policies and strategies that shape our country's future.

In conclusion, research is a driving force behind national development. By fostering a research-driven academic culture, we equip our students with the skills and mindset needed to tackle complex challenges, innovate, and contribute to the progress of our nation. Let us embrace the transformative power of research and work together to make a lasting impact on our society and beyond

Bandara Dissanayaka  
Chairman - Sakya Group of Companies



## ***Message from Vice Chancellor Saegis Campus***

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I am honoured to send a message to the Saegis International Research Conference 2024. This year's theme, "Navigating Opportunities and Challenges for a Sustainable Digital Era suits the challenging times ahead. This conference brings together a community of scholars, researchers, and industry experts to explore the transformative impact of digital advancements on sustainability. Our discussions and presentations aim to address critical challenges and uncover new opportunities for creating a sustainable future in the digital age. I extend my deepest gratitude to the organizing committee for their meticulous planning and dedication in making this event successful. I also thank our keynote speaker, panelists and presenters for their invaluable contributions. Your insights and expertise enrich our conference and inspire us all.

To our students and emerging researchers, I encourage you to seize this opportunity to learn, grow, and connect with peers and mentors. Your innovative ideas and fresh perspectives are crucial for advancing knowledge and driving positive change. As we embark on this journey of discovery and collaboration, I am optimistic for the future. Together, we can navigate the complexities of the digital era and build a sustainable world.

Congratulations to everyone involved, and I look forward to the impactful discussions and groundbreaking research that will emerge from this conference.

Professor Nalaka Jayakody

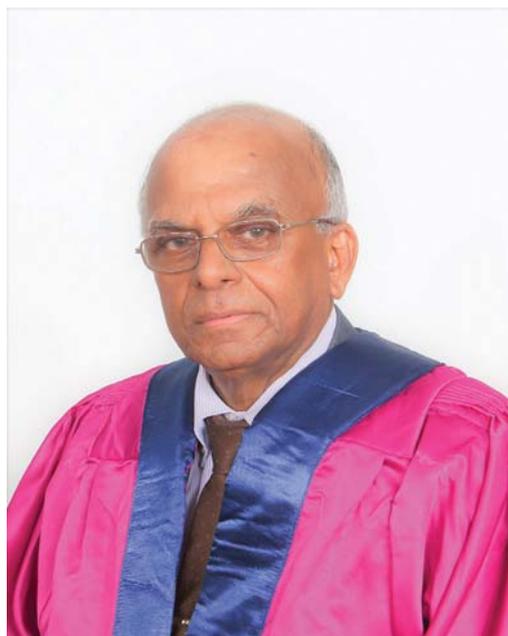


## ***Message from Deputy Vice Chancellor Saegis Campus***

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Distinguished Guests, Esteemed Colleagues, and Participants,

It is with great pleasure and honour I issue this message for the Saegis International Research Conference 2024, held under the theme "Navigating Opportunities and Challenges for a Sustainable Digital Era." As we convene at the Saegis Campus, we are presented with a unique opportunity to delve into the pressing issues and groundbreaking advancements that define our digital age.



In this era of rapid technological innovation and digital transformation, we face both unprecedented opportunities and formidable challenges. The theme of the conference underscores the importance of sustainability as we navigate this digital landscape. It is important to focus on harnessing the potential of digital technologies while addressing the ethical, environmental, and social implications that accompany them. We are privileged to host a distinguished array of speakers and presenters who bring diverse perspectives from various fields. Their contributions will undoubtedly enrich our understanding and inspire innovative solutions to the complex issues we face today.

I extend my heartfelt gratitude to all the authors, reviewers, session chairs, and participants who have contributed to the success of this conference. Your dedication and hard work have made this event a truly enriching experience. We look forward to your continued engagement in future events of the Saegis International Research Conference.

Finally, I greatly appreciate the tremendous work done by the organizing committee under the leadership of the Chairman, Mr Keshawa Perera, with the support of two Joint Secretaries Ms Chalini Asirini and Ms Amavi Roosarani, and all staff who contributed to the success of SIRC-2024.

I wish you all an inspiring conference.

Senior Professor Emeritus W.G.D. Dharmaratna

## *Message from the Keynote Speaker*

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### *In Search of Research Excellence*

I am indeed delighted to share my thoughts, when the Saegis Campus organizing its second International Research Conference (SIRC) with the apt theme, “navigating opportunities and challenges in the digital era.” It is a significant step taken by a non-state higher education provider to promote research with intellectual richness and industry relevance.



In painfully moving beyond a planetary pandemic, economic resurgence of Sri Lanka has become an increasingly challenging endeavor. The needed support by comprehensive research to take data-driven decisions is felt more than any other times. Such efforts should be made in connection with the rapid technological advances around the globe. Referring to global research with local relevance is the starting point. Conducting local research with global reach is the continuous progression.

As we are aware, management research falls into the broader category of social research. Whilst positive initiatives are being taken, current situation with respect to research in Sri Lanka is far from a satisfactory level. We have an acute gap to bridge with regard to the current and desired levels of engaging in management research, with publishable quality and practical relevance. The significant step of conducting SIRC needs to be commended in this context.

May I take this opportunity to thank the SIRC team for their committed collaboration in vibrantly showcasing the solid research findings. Let me wholeheartedly wish this prestigious event a phenomenal success.

Senior Professor Ajantha S. Dharmasiri

## *Message from Conference Chair*

---

The digital revolution marks a transformative moment for our world. The Saegis International Research Conference (SIRC 2024) brought together leading researchers, practitioners, and policymakers to explore the opportunities and challenges of navigating a sustainable digital era.

SIRC 2024 showcases the breadth of knowledge and diverse perspectives of our participants. We delve into critical areas such as responsible AI development, bridging the digital divide, and harnessing technology for management and environmental protection. These insightful contributions offer valuable resources for navigating the complexities of the digital age.

By fostering dialogue and collaboration, we can leverage the power of technology to address global challenges and build a more sustainable future for all. This conference serves as a testament to the collective effort of our esteemed presenters, participants, and organizers. I am confident that the ideas explored here will serve as a springboard for further research, innovation, and collaborative action in the years to come.

By embracing research and its integral role in national development, we can create a brighter future where innovation thrives, communities flourish, and the overall well-being of individuals is significantly enhanced. Thank you for your participation and dedication to this vital cause. Let's navigate these opportunities and challenges with optimism and determination.

Mr. Keshawa Perera



## ***Message from Director of Academic and International Affairs***

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The 2024 Saegis International Research Conference emphasizes the urgent need for interdisciplinary discourse and collaboration in our swiftly evolving landscape. The digital revolution presents a distinctive blend of transformative opportunities and intricate challenges. This conference serves as a platform to explore cutting-edge research across diverse disciplines, fostering synergy that drives knowledge creation and facilitates the development of evidence-based solutions. Our goal is to bridge the divide between theoretical frameworks and practical applications through compelling presentations, interactive discussions, and collaborative workshops. Your participation, drawing on a wide range of expertise, is crucial in fostering a comprehensive understanding of the digital era's impact on various domains—from social and economic spheres to technological advancements and environmental considerations. Let this conference ignite pioneering research, foster new partnerships, and contribute to shaping a more sustainable digital future. We are confident that the vibrant exchange of ideas and collaborative efforts initiated here will lead to significant advancements in our collective understanding of the digital age.



Dr. Krishani Jayasinghe

## ***Message from the Dean***

*Faculty of Management, Humanities & Social Sciences*

---

Dear Researchers,

I am honored to write a message to the annual Saegis International Research Conference. This event is a valuable opportunity for all researchers who gather and share their latest findings with the theme of Navigating Opportunities and Challenges for a Sustainable Digital Era. I have no doubt that this conference will be an enormous success in your extraordinary research.



The Faculty of Management, Humanities, and Social Sciences is honored to accompany you on this worthwhile and stimulating series of presentations and discussions. We aim to push the boundaries of research in academia in an advanced manner with a group of researchers who always captivate and redefine the field with novel ideas. I am confident that this platform will explore new horizons. We are excited to see the collaborations and networking opportunities that will strengthen future possibilities. Let us make the most of this opportunity to connect, collaborate, and make a lasting impact on research and academia. We are grateful for your dedication in advancing research in dynamic disciplines and I look forward to engaging with all of you throughout the conference. Thank you for being a part of this outstanding gathering of scholars.

Ms. Gayani Arumapperuma

## **Message from the Dean**

*Faculty of Computing and Technology*

---

Dear Researcher,

It is my great pleasure to write this message to you for the Saegis Campus International Research Symposium. As the Dean of the Faculty of Computing and Technology, I warmly welcome all participants and researchers to express my appreciation for your valuable research commitments.

Our research conference objective is to extend the research contributions by the researchers, scholars and industry experts from all around the world to share their knowledge and the research outcomes in the field of Computational Engineering and Information Systems as we move ahead in the 21st Century. The conference facilitates the publication of the most outstanding research and adoptive collaborations.

With a wide range of research topics, including data science, artificial intelligence, cyber security, and software engineering, it is an exciting gathering. We have invited the most outstanding and prestigious keynote speeches, panel discussions and presentations to make it a full insight into most recent advances in the field of computing technology.

I encourage all participants to actively participate of conferring, disseminate the knowledge and build strong network during the conference, and follow up to build new partnerships for future research studies. Thanks for all the members of the organizing committee of the Saegis Research conference and sponsors to make this event success. Thanks also again to all the researchers who have contributed their research papers to this conference.

Mr. Prabath Samarasinghe



# *Invited Address*

## ***Biography***

### ***Dr. Richard McManus***

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Richard McManus is the Director of Research Development at Christ Church Business School, Interim Section Director for Postgraduate and Professional and is Reader in Macroeconomic Policy. His main research interests are in the area of the impact of government on macroeconomic outcomes. Richard's research in macroeconomics currently focuses on the impact of constitutions on economic outcomes and the impact of tax changes on tax revenue. Richard has published widely both in academic journals as well as in mainstream media, having my work cited in The Telegraph and Times Higher Education in the UK, as well in US national television and Turkey.



Richard's research endeavors extend beyond academia into applied projects with substantial social implications, including his leadership in the Kent Police staff culture survey, which has fostered improvements in communication and staff wellbeing.

In his leadership roles, Richard has been pivotal in advancing the educational mission of Canterbury Christ Church Business School. As the Director of the PhD program and Section Director for Postgraduate and Professional Education, Richard is enhancing the research environment and mentoring future scholars. His strategic vision was instrumental in obtaining Small Business Charter status for the university, significantly contributing to the local economy and entrepreneurship.

Richard commitment to education and research excellence is further evidenced by his recognition as a Senior Fellow of the Higher Education Academy. His pedagogical innovations and dedication to closing attainment gaps underscore his passion for fostering an inclusive and dynamic learning environment. Richard has won a University Teaching Fellowship Award for Innovation and a Teaching Excellence award in Academic Teaching, and three awards as given by students.

Dr. Richard McManus

# “Navigating Opportunities and Challenges for a Sustainable Digital Era”

*Dr. Richard McManus*  
*Director of Research Development*  
*Christ Church Business School*  
*Canterbury Christ Church University North Holmes Road, Canterbury, Kent CT1 1QU, UK*  
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Research has always been the cornerstone of progress, offering insights and innovations that drive societal advancement. In the digital age, the landscape of research is undergoing a profound transformation, largely due to the advent of AI. The theme of this conference, "Navigating Opportunities and Challenges for a Sustainable Digital Era," underscores the dual nature of technological advancements. AI, particularly generative AI, exemplifies this duality. On one hand, it offers unprecedented capabilities to analyze vast datasets, generate insightful predictions, and automate routine tasks, thereby democratizing access to information and empowering researchers worldwide. On the other hand, it poses significant challenges, including ethical considerations, data privacy concerns, and the potential for job displacement.

My presentation focuses on using housing data to democratize our understanding of property prices. This endeavor both highlights the practical applications of AI in addressing real-world issues and also underscores the broader implications for societal well-being. By making housing data more accessible and transparent, we can foster informed decision-making among policymakers, real estate professionals, and the public. This democratization of information is crucial in addressing housing affordability and mitigating socio-economic disparities; however, as AI continues to evolve, the critical skill for researchers will not merely be in obtaining answers but in asking the right questions. The capacity to formulate nuanced, relevant, and forward-thinking questions will distinguish successful researchers in the AI-driven landscape. This shift in focus from data acquisition to critical inquiry aligns with the evolving role of academics in a digital era.

*Programme of the  
Inauguration  
Ceremony*

## Agenda of the Inauguration Ceremony

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08.55 am	Arrival of Invitees
09.00 am	Lighting of the Oil Lamp / Traditional Dance
09.10 am	Welcome Note by Mr. Keshawa Perera, Conference Chair
09.20 am	Objective and Scope of Conference by Professor Nalaka Jayakody, Vice Chancellor - Saegis Campus
09.30 am	Introductory Remarks by Senior Professor W.G.D Dharmaratna, Deputy Vice-Chancellor - Saegis Campus
09.50 am	Launching the Conference Proceedings on the Web by Professor Nalaka Jayakody, Vice Chancellor - Saegis Campus
09.55 am	Address by the Keynote Speaker, Senior Professor Ajantha Dharmasiri, Postgraduate Institute of Management (PIM), Sri Lanka
10.15 am	Address by the Guest of Honour, Dr. Richard McManus, Director of Research Development - Business School Canterbury Christ Church University – UK
10.30 am	Vote of Thanks by Ms. Amavi Roosarani, Co-Secretary
10.35 am	National Anthem
10.35 am	Refreshments
11.00 am	Presentations

# *Panel Presentations and Discussions*

## ***Session 01 – Education and Social sciences***

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- 11.00 HRS.      TYPES OF ERRORS RELATED TO PATTERNS OF PREPOSITIONS OF PLACE AMONG SECOND LANGUAGE LEARNERS IN ENGLISH.  
*ABEYRATNE, D.M.U.P.*
- 11.25 HRS.      USAGE OF ENGLISH LANGUAGE AMONG THE LAWYERS IN THE JUDICIARY OF SRI LANKA.  
*ABEYRATNE, D.M.U.P.*
- 11.50 HRS.      ONLINE LEARNING AND MENTAL HEALTH: CHALLENGES AND SOLUTIONS: SPECIAL REFERENCE TRINCOMALEE CAMPUS OF EASTERN UNIVERSITY SRI LANKA.  
*FERNANDO, M.D.*
- 12.15 HRS.      THE IMPACT OF ONLINE DATING APPS ON THE MENTAL AND SOCIAL WELL-BEING OF THE UNDERGRADUATES IN SRI LANKA.  
*GUNATHILAKE, K.A.S.S.*
- 12.40 HRS.      PERCEPTIONS AND EXPERIENCES OF STUDENT-TEACHER INTERACTION IN A NON-STATE HIGHER EDUCATION SECTOR: A CASE STUDY OF SAEGIS CAMPUS.  
*JAYASINGHE, K. A.<sup>1</sup> HERATH, S. P.<sup>2</sup>*
- 13.05 HRS.      EXPLORING THE IMPACT OF ROMANTIC RELATIONSHIPS ON ACADEMIC PERFORMANCE: A CASE STUDY OF SAEGIS CAMPUS, SRI LANKA.  
*JAYASINGHE, K. A.<sup>1</sup> HERATH, S. P.<sup>2</sup>*
- 13.30 HRS.      AWARDING CERTIFICATES



# *Abstracts*

# *Education and Social Sciences*

## TYPES OF ERROS RELATED TO PATTERNS OF PREPOSITIONS OF PLACE AMONG SECOND LANGUAGE LEARNERS IN ENGLISH

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Identifying the errors committed by students while they are learning a language is important in order to analyze them and make students correct in achieving their language competency. The aim of this study is to find out the patterns of prepositions of place 'at' errors made by the Tamil learners of English in their first year at the South Eastern University of Sri Lanka. This study represents sampling from all communities that speak Tamil as their first language, both male and female participants, and the participants represent all parts of the island, such as the east, north, west, and south. To find out the types of errors, a diagnostic test was conducted by the researcher among the Islamic Studies and Arabic Language faculty students of the South Eastern University of Sri Lanka. The results of the study explored two types of errors related to the preposition of place 'at': wrong substitution and preposition omission. Concerning the significance of the correctness of the prepositions of place, this research helps to raise awareness among the learners and teachers about being competent in prepositions of place.

**Keywords:** error types, preposition omission, prepositions of place, Tamil Learners, wrong substitution

## USAGE OF ENGLISH LANGUAGE AMONG THE LAWYERS IN THE JUDICIARY OF SRI LANKA

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Language is the communication medium in all legal activities, and so it must be well understood and clear to ordinary people whose problems are discussed at these activities. The aim of this study is to find out the extent of the usage of English among the lawyers in the Sri Lankan court system. This study represents two judges and twenty lawyers in the Kandy court system. To find out the extent of the usage of the English language among the lawyers in the Sri Lankan court system, interviews, questionnaires, and observations were used by the researcher. The results of the study explored the fact that Sinhala, as a language, currently plays a main role in professional activities relating to law, mostly in the lower courts of law. According to the observations of the researcher, this does not mean that the practitioners have less knowledge, but the reason becomes that there is less knowledge and less usage of English among the ordinary people in Sri Lanka who are involved in day-to-day cases.

**Keywords:** court system, English language, judges, legal activities, lawyers

**ONLINE LEARNING AND MENTAL HEALTH: CHALLENGES AND SOLUTIONS: SPECIAL REFERENCE TRINCOMALEE CAMPUS OF EASTERN UNIVERSITY SRI LANKA**

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The emergence of online learning platforms has transformed the educational landscape, offering unprecedented access to diverse learning opportunities. However, the transition to virtual learning environments presents a complex array of challenges, particularly in relation to mental health. This research endeavors to explore the intricate dynamics between online learning and mental health, elucidating the challenges encountered by learners and presenting viable solutions to address them. Through an extensive review of existing literature, this study unveils the multifaceted nature of mental health challenges in the context of online learning. Key stressors such as social isolation, screen fatigue, and the absence of traditional classroom interactions contribute to heightened levels of anxiety, depression, and overall psychological distress among students. Additionally, disparities in digital access and technological proficiency exacerbate these challenges, exacerbating existing inequities in educational outcomes. In response to these pressing concerns, this research proposes a series of evidence-based solutions aimed at fostering mental well-being in online learning environments. These solutions encompass the implementation of mindfulness practices, stress management techniques, and self-care strategies to support students' emotional resilience. Furthermore, initiatives to cultivate virtual communities, peer support networks, and mentorship programs can help mitigate feelings of isolation and promote social connectedness in online settings. Additionally, integrating mental health resources and support services directly into online learning platforms can enhance accessibility and facilitate timely intervention for students in distress. By illuminating the intersection of online learning and mental health, this study offers valuable insights for educators, policymakers, and mental health practitioners to develop targeted interventions and support mechanisms. Ultimately, prioritizing the holistic well-being of learners is essential in fostering inclusive and equitable online learning environments conducive to academic success and personal growth.

**Keywords:** Challenges, Mental Health, Online Learning, Solutions, Youth

# THE IMPACT OF ONLINE DATING APPS ON THE MENTAL AND SOCIAL WELL-BEING OF THE UNDERGRADUATES IN SRI LANKA

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This research paper investigates the impact of online dating apps on the mental and social wellbeing of undergraduate students in Sri Lanka. The objective of this study is to examine the frequency, duration, and types of interactions on online dating apps, as well as their correlation with mental and social wellbeing indicators. A sample of 204 undergraduate students participated in the survey, providing demographic information and responses to Likert-scale questions assessing online dating app usage, mental wellbeing (including happiness, self-esteem, anxiety, depression, and stress levels), and social wellbeing (including sense of belonging, quality of relationships, and social support). The research found that online dating app usage is prevalent among undergraduate students in Sri Lanka, with participants reporting frequent engagement and utilizing multiple apps. Messaging emerged as the most common interaction type. While participants generally reported positive outcomes in terms of happiness, self-esteem, and relationship quality, occasional anxiety and moderate stress levels associated with app usage were observed. Socially, participants indicated a moderate sense of belonging in online dating communities, with opportunities for social support. Recommendations are made to promote healthier usage patterns and enhance the overall wellbeing of online dating app users, including education and awareness programs, access to supportive resources, collaboration with app developers for platform design improvements, further research, and cultural sensitivity in interventions. This study contributes to a better understanding of the implications of online dating app usage for undergraduate students in Sri Lanka and offers actionable insights for stakeholders aiming to support their wellbeing in the digital age.

**Keywords:** Dating Apps, Digital Wellbeing, Mental Health of Undergraduate, Online Dating

# PERCEPTIONS AND EXPERIENCES OF STUDENT-TEACHER INTERACTION IN A NON-STATE HIGHER EDUCATION SECTOR: A CASE STUDY OF SAEGIS CAMPUS

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Student-teacher interaction is fundamental in shaping educational experiences and outcomes within higher education institutions. This study investigates the perceptions and experiences of student-teacher interaction within the context of a private university, examining various dimensions such as frequency, quality, and modalities (e.g. face-to-face, virtual), and their perceived impacts on academic success and overall learning experiences. The objectives of this research are multifaceted: to assess student perceptions of interaction quality, explore teacher perspectives on fostering meaningful interactions, identify factors influencing interaction dynamics, and understand the implications of these interactions on student engagement and academic achievement. Drawing on existing literature, the study underscores the role of communication channels, teaching strategies, and institutional contexts in shaping interaction dynamics. Methodologically, this research employs a mixed-methods approach, integrating qualitative data from semi-structured interviews with students and teachers, alongside quantitative data from surveys distributed to students. The findings of this study aim to contribute to a deeper understanding of effective student-teacher interactions in private university settings, with significant implications for enhancing teaching practices and student engagement strategies.

**Keywords:** Student-teacher interaction, non-state Higher Education Institutes, Academic engagement, teaching strategies

## EXPLORING THE IMPACT OF ROMANTIC RELATIONSHIPS ON ACADEMIC PERFORMANCE: A CASE STUDY OF SAEGIS CAMPUS, SRI LANKA

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This qualitative study explores the impact of romantic relationships and love affairs on the academic performance of students at Saegis Campus, Sri Lanka. Through in-depth, semi-structured interviews with a diverse group of students, the research aims to uncover how these relationships influence various aspects of academic life. The study seeks to understand the emotional, psychological, and time management challenges that romantic relationships may present, as well as any potential benefits such as emotional support and increased motivation. The research focuses on capturing the lived experiences and perceptions of students to provide a nuanced understanding of how romantic relationships intersect with academic responsibilities. By delving into personal narratives, the study examines how relationships can both positively and negatively affect academic performance. For instance, while some students might find that emotional support from a partner enhances their academic focus and resilience, others may struggle with the distractions and stress that a romantic relationship can bring, leading to diminished academic performance. Key areas of investigation include the duration and intensity of relationships, the emotional stability they provide, and the level of support or distraction they create. The study also explores how these dynamics vary across different demographics, such as gender, age, and cultural background, recognizing that the impact of romantic relationships can differ significantly among diverse student groups. Additionally, the role of social support networks, including family and friends, is considered in understanding how these external factors mediate the impact of romantic engagements on academic performance. Preliminary findings suggest a complex interplay between romantic relationships and academic performance, highlighting both challenges and benefits. These insights are crucial for educators and university administrators who aim to develop support services that address the holistic needs of students. By understanding the intricate relationship between romantic engagements and academic responsibilities, stakeholders can better support student well-being and academic success. In conclusion, this study provides valuable insights into the multifaceted impacts of romantic relationships on academic performance at Saegis Campus. The findings will inform educators, administrators, and policymakers, helping them create strategies and support systems that enhance student well-being and foster academic achievement.

**Keywords:** Romantic relationships, Academic performance, Higher education, Qualitative research

# *Management and Tourism*

## FINTECH ADOPTION BY CUSTOMERS IN SRI LANKA; THE ROLE OF PERCEIVED CYBER SECURITY RISK

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The most recent breakthrough to the financial services industry is FinTech, which is about facilitating financial services in a digitally enabled platform. Within Sri Lanka, there are some FinTech startups, while most of them are still underrated. Even some of the banks within the country have adopted the FinTech characters, yet still, it is not fully occupied as the consumers are having unstable willingness to accept such. Previous researchers have identified that among various reasons, the cybersecurity risk has been the most severe case, which triggers the customers' lack of confidence on FinTech services. According to the existing body of literature, it has been found that FinTech is far more efficient despite its lack of adoption. Within Sri Lanka, it is less studied the impact of cybersecurity risk, especially as a country ranked 78th position in cybersecurity risk, out of 160 countries according to National Cybersecurity Risk Index (NSCI). Therefore, the contemplation of this study is to identify the customers' perception on cybersecurity risk towards adopting FinTech services. The author takes a quantitative approach in analyzing the phenomenon which the data is collected through a questionnaire from 385 respondents which will lead to 4.53% of margin error. The variables included in the model are derived from Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). The FinTech adoption is represented with three statements covering usage intentions which facilitated by UTAUT, and as the independent variables, data security, platform security and customer trust are employed. All the variables are measured with Likert scale and occupied multiple regression analysis. The results indicated that there are quite high concerns about the cybersecurity risk on the FinTech adoption where the customer trust and the data security were the most significant factors that determines the FinTech adoption. Therefore, it is worthwhile for FinTech startups to build the initial trust on the customers, and ensures the proper security options, otherwise, the FinTech development within Sri Lanka would be continually challenging.

**Keywords:** Customer Trust, Cybersecurity risk, Data Security, FinTech, Platform Security

**OPTIMIZING SUSTAINABLE WASTE MANAGEMENT AT ADAM'S PEAK (SRI PADA):  
A MULTI-STAKEHOLDER APPROACH FOR PROMOTING PILGRIMAGE WITH  
ENVIRONMENTAL SUSTAINABILITY IN SRI LANKA**

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The ecological stability of Adam's Peak (also known as "Sri Pada"), a revered pilgrimage site in Sri Lanka, is at risk due to prolonged unsustainable waste disposal practices. Adam's Peak is a sacred Sri Lankan world heritage site that attracts many local and foreign pilgrims of Buddhist, Hindu, Muslim and Christian religions in the season of January to May and collects approximately more than 100 tons of garbage. This research seeks to address the problem of prolonged unsustainable waste management at Adam's Peak by identifying and promoting sustainable waste management strategies through a multi-stakeholder approach with the aim of that implementing a multi-stakeholder approach will significantly improve the sustainability of waste management practices at Adam's Peak by integrating perspectives from pilgrims, relevant authorities, and the community. A mixed-method design will be employed, comprising questionnaires and interviews. The quantitative sample will target 150 individuals, a mix of local and foreign pilgrims and related authorities through a questionnaire, while the qualitative sample will involve interviews with 10 foreign pilgrims, 25 local pilgrims, and 15 related officials. Purposive sampling will focus on the qualitative sample, while stratified random sampling will focus on the quantitative sample for a better approach. Methodological triangulation will be employed to ensure the accuracy of the research, using AMOS structural equation modeling for the statistical analysis of quantitative data and thematic analysis for qualitative data. While the generalizability of findings may be limited by the sample size, the study will provide valuable insights into sustainable waste management behaviors across diverse cultural backgrounds. Ultimately, this research will contribute to long-term environmental sustainability at Adam's Peak while preserving its cultural significance.

**Keywords:** Adam's Peak, Environmental Sustainability, Multi-Stakeholder Approach, Sustainable Pilgrimage, Waste Management.

## HOW CAN DESIGN ELEMENTS IMPACT GREEN EVENTS' BRANDING IN FIVE STAR HOTELS IN SRI LANKA? INSIGHTS FROM BANQUET MANAGERS

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Event branding plays a pivotal role in event management and has a substantial influence on the success of events. With the emerging concerns for green practices, an empirical gap for branding green events in relation to cultural and social fabric of the nation outlining green food and environment in the Sri Lankan event stakeholders' operation was identified. Hence, this study explores the influence of design elements on green event branding in Sri Lanka from the viewpoint of banquet managers. This qualitative study employs an exploratory strategy, undergoing semi-structured interviews with 15 banquet managers from leading five-star hotels in Sri Lanka chosen from purposive sampling technique. Afterwards, the qualitative content analysis was endured to analyse the collected data. The findings revealed that design elements such as logos, color schemes, typography, and visual imagery play a significant role when promoting green events branding in the hospitality industry, and further banquet managers specifically ascertained the need to include cultural and traditional components into events branding to appeal it to the national and international clients. It is noteworthy to state that banquet managers confront several problems in executing successful green event branding strategies due to financial limitations, lack of creative flexibility, and constraint of resources. However, they pinpointed the necessity of coordination between events managers, designers, and patrons to establish a consistent green branding approach in the industry. The study gives implications to different industry stakeholders such as to establish successful branding strategies that connect the clientele and industry stakeholders, and produce a memorable experience to guests by initiating steps to enhance green practices in events in the hospitality industry.

**Keywords:** Design Elements; Green Events' Branding; Branding Strategy; Banquet Managers; Hospitality Industry

# A STUDY ON THE ECONOMIC IMPACT OF COMMUNITY-BASED SUSTAINABLE TOURISM WITH REFERENCE TO SOUTHERN PROVINCE IN SRI LANKA

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Community-Based Sustainable Tourism (CBST) is increasingly acknowledged for its potential to foster economic growth and sustainable practices in Sri Lanka's Southern Province, a region selected for its vibrant tourism sector and significant local engagement in tourism activities. This study investigates the economic impacts of CBST within Southern Province, motivated by the need to understand how the community-based tourism activities influence local economies and to identify issues related to economic inequality within these communities. The research employs a mixed methods approach to provide a comprehensive analysis. A sample of 200 local residents was surveyed, and 15 semi-structured interviews were conducted with key stakeholders, including restaurant owners, shopkeepers, and transportation providers. The sampling techniques included stratified random sampling for the residents to ensure representation across different demographic groups and purposive sampling for stakeholders to capture a wide range of perspectives on tourism impacts. Quantitative data from the surveys were analyzed using SmartPLS software, which revealed that while CBST activities generally have positive economic effects, such as increased income and job opportunities, there are notable disparities in the distribution of these benefits. Qualitative data from the interviews were subjected to thematic analysis, identifying key themes: economic benefits, income inequality, and challenges in achieving equitable distribution. These themes highlight both the advantages of CBST and the obstacles faced by local communities, including limited economic opportunities for some residents. The results indicate that CBST contributes to regional economic growth but also underscores the need for targeted strategies to address income disparities and enhance overall economic inclusion. This research advocates for strategic policy interventions to optimize economic outcomes from sustainable tourism practices, promoting balanced development and maximizing benefits for all stakeholders in Sri Lanka's Southern Province.

**Keywords:** Community-Based Sustainable Tourism, Economic Impact Assessment, Stakeholder Perspectives, Southern Province

## MAIN FEATURES IN THE 13TH CONSTITUTIONAL AMENDMENT OF SRI LANKA AND POWER DEVOLUTION STRUCTURES IN OTHER COUNTRIES

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The 13th Constitutional Amendment to the Constitution of Sri Lanka, enacted in 1987, stands as a pivotal legislative measure aimed at addressing the ethnic conflict and promoting regional autonomy within the country. This Amendment introduced a system of Provincial Councils, thereby decentralizing administrative powers and providing a framework for power-sharing between the central government and the provinces. The primary features of the 13th Amendment include the establishment of provincial councils with legislative and executive powers, the delineation of subjects for devolution, and the introduction of the Provincial Council List, Concurrent List, and Reserved List, which categorize the subjects for which the provincial councils and central government share or retain authority. Comparative analysis of power devolution structures in other countries, such as India, Canada, and the United Kingdom, reveals varying models of federalism and autonomy. In India, the federal system is characterized by a clear demarcation of powers between the central and state governments, with a strong central government and significant autonomy for states in certain areas. Canada's federal structure allows for substantial provincial independence, particularly in education and health, while maintaining a strong central government. The United Kingdom presents a unique case of asymmetric devolution, where Scotland, Wales, and Northern Ireland have varying legislative power. Each model reflects the respective countries' historical, cultural, and political contexts, offering diverse approaches to addressing regional demands for autonomy and governance. The 13th Amendment's implementation in Sri Lanka has faced challenges, including resistance from various political factions and issues related to the actual transfer of powers to provincial councils. Understanding these dynamics and learning from other countries' experiences with devolution can provide valuable insights for strengthening Sri Lanka's governance framework and promoting sustainable peace and development.

**Keywords:** 13th Constitutional Amendment, comparative analysis, federalism, power devolution, provincial councils

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