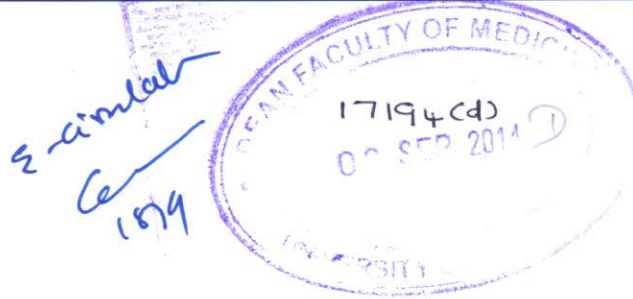




Eastern University, Sri Lanka  
Faculty of Commerce and Management  
11<sup>th</sup> Annual Research Session, 2014

Dean,  
Faculty of Medicine,  
University of Peradeniya,  
Peradeniya  
20400



Dear Sir/ Madam,

**11<sup>th</sup> Annual Research Session of Eastern University, Sri Lanka**

It is with great pleasure that Eastern University, Sri Lanka announces its 11<sup>th</sup> Annual Research Session (ARS), which is scheduled to be held on 9<sup>th</sup> of January 2015, at the Eastern University, Sri Lanka.

The Annual Research Session is an annual activity of the University since 2002 and it is conducted by each faculty on a rotation basis. The Faculty of Commerce and Management is proud to conduct this ARS for the third time in the University history.

The theme of the annual research session is ***"Portraits of success through pluralities of knowledge"***. It stands for the role of scholars in developing successful societies by exploring wide assortment of knowledge. Hence, the outcome of this research forum is focused on widening knowledge to the communities by combining various knowledge source spread over in present era.

This session covers diverse specialized tracks from Commerce, Management and Humanities; Pure and Applied Sciences; Arts, Culture and Social Sciences; Information and Communication; Education; Regional Resources and Health Care Sciences.

Please find attached document regarding the 11<sup>th</sup> ARS, for your information. For further information, do not hesitate to contact me, or please visit <http://www.esn.ac.lk/ars2014>.

It would be greatly appreciated if you could kindly display the attached poster here with, which is intended to convey the message and circulate among the members of your esteem institution(s).

We look forward for your participation in the ARS- 2014.

Thank you.

Yours sincerely,

Mr T Paranthaman  
Coordinator  
11<sup>th</sup> Annual Research Sessions  
Faculty of Commerce and Management  
Eastern University, Sri Lanka  
01.09.2014



## Important Dates and Deadlines

Calling for Extended Abstracts	15 August 2014
Receiving Extended Abstracts	05 October 2014
Notification of Acceptance	15 November 2014
Submission of Final Version	30 November 2014
Deadline for Registration	15 December 2014
Conference Date	09 January 2015

### Registration Fee

Authors Rs. 2,500

Participants Rs. 1,500

EUSL undergraduate students Rs. 500

### Payment Details

Bursar

Eastern University, Sri Lanka

Account No: 227100120000157

People's Bank, Chenkalady,

Sri Lanka

### Contact

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Coordinator

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Ms S Maheswaranathan

Conference Secretary

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Ms D Thavakumar

Co-Conference Secretary

TP: 0776939496

11<sup>th</sup> Annual Research Session 2014

Faculty of Commerce and Management

Eastern University, Sri Lanka

E-mail: [ars2014@esn.ac.lk](mailto:ars2014@esn.ac.lk); [arseusl2014@gmail.com](mailto:arseusl2014@gmail.com)

Web: [www.esn.ac.lk/ars2014](http://www.esn.ac.lk/ars2014)

TP: +94 (0)65 2240214, +94 (0)65 2240591

Q-WB  
Cc  
18/12/14



# 11<sup>th</sup> Annual Research Session 2014

## Theme

Portraits of Success through  
Pluralities of Knowledge

09<sup>th</sup> of January, 2015

semi-annual  
16/12/14

Organized by

Faculty of Commerce and Management  
Eastern University, Sri Lanka



# Portraits of Success through Pluralities of Knowledge

## Eastern University, Sri Lanka

The Eastern University, Sri Lanka (EUSL) has been functioning for over 30 years in the historical place of Batticaloa and currently it caters for over 8000 students from different communities. At present, there are five faculties namely, Faculty of Agriculture, Faculty of Science, Faculty of Commerce and Management, Faculty of Arts and Culture and Faculty of Health-Care Sciences. Further the University has a campus at Trincomalee with two faculties, Faculty of Communication and Business Studies and Faculty of Applied Sciences. And the EUSL operates with an institute called Swami Vipulananda Institute of Aesthetic Studies.

## Faculty of Commerce and Management

The Faculty of Commerce and Management (FCM) contributes to achieve the vision and mission of the Eastern University, Sri Lanka by functioning towards the direction of "to be the trailblazer in creating excellence in managing the resources to the dynamics of the society through innovative modes". The FCM was established in 1986 as the third faculty in the Eastern University, Sri Lanka. The faculty consists of three departments namely, Department of Management, Department of Commerce and Department of Economics. It offers undergraduate and postgraduate degree programmes.

## Annual Research Session

The Annual Research Session (ARS) is an annual activity by the University since 2002 and it is conducted by each faculty on a rotation basis. The purpose of ARS is to encourage researchers through this forum, where intellectuals from different levels and areas meet for an interaction and knowledge sharing. The Faculty of Commerce and Management is proud to conduct this ARS for the third time in the University history.



## Tracks

- Commerce, Management and Humanities
- Pure and Applied Sciences
- Arts, Culture and Social Sciences
- Information and Communication
- Education
- Regional Resources
- Health Care Sciences

## Submission Guidelines

Title	Arial/Kalham, 12, centered, bold, sentence case, line space 1
Subtitle	Arial/Kalham, 10, left aligned, bold, line space 1
Body	Arial/Kalham, 10, justified, line space 1, paragraph spacing after 6pt
Paper Size	A4
Margin	Left - 1 ½ inches and other - 1 inch
Table	Titled at top of table, Arial/Kalham, 10, left aligned, bold and numbered.
Figure	Titled at bottom of figure, Arial/Kalham, 10, left aligned, bold and numbered.
Abstract	Between 150 to 250 words, should have a concise and meaningful title, should include objectives, methodology and findings followed by the conclusions, with keywords not more than five and be listed at the end of the abstract.
Extended Abstract	Between 1000 to 1500 words, include introduction, research questions, objectives, conceptualization, methodology and findings followed by the conclusions (excluding list of reference).
Author/s Details	Name of the Author/s, affiliation/s, email address/es should appear below the title and affiliation/s should be in italics. Arial/Kalham, 9, centered.
Medium	English / Tamil
Reference	American Psychological Association (APA) style
Abstract Template	Available at the 11 <sup>th</sup> ARS - 2014 website
Submission Procedure	Authors are kindly advised to follow the guidelines. Papers should be e-mailed to <a href="mailto:ars2014@esn.ac.lk">ars2014@esn.ac.lk</a> , and copy to <a href="mailto:arseusl2014@gmail.com">arseusl2014@gmail.com</a> . Paper not in required standard will not be considered.