



MENTOR

The Journal of Business Studies

Volume 1

No.1

2016

Contents

	Page No.
Foreword	iii
<hr/>	
Comparative Study on the Service Quality of Sanasa Development Bank and Regional Development Bank in Puttalam District	
<i>K.I.U. Fernando and S. Sritharan</i>	01-09
<hr/>	
The Effect of Employee Value Proposition on Employee Retention of Insurance Companies in Manmunai North of Batticaloa District	
<i>P. Luckmizankari and V.R. Ragel</i>	10-20
<hr/>	
Nurturing Entrepreneurship among Youth	
<i>P. Pretheeba</i>	21-29
<hr/>	
Sports Participation of Faculty of Commerce and Management Students in Eastern University, Sri Lanka	
<i>U. Sukirthan and A. Anton Arulrajah</i>	30-44
<hr/>	
Evaluation of Internship Programme of Faculty of Commerce and Management, Eastern University, Sri Lanka	
<i>N. Thevanes</i>	45-59

Faculty of Commerce and Management
Eastern University, Sri Lanka
Batticaloa, Sri Lanka

Mentor, The Journal of Business Studies



All rights reserved

Editorial Board

Editor in Chief

Dr. A Anton Arulrajah

*Senior Lecturer-G.II
Department of Management
Eastern University, Sri Lanka*

Editorial Advisory Board

Mr. R. Uthayakumar

*Dean-Faculty of Commerce and Management
Eastern University, Sri Lanka*

Mrs. S. Sritharan

*Head-Department of Commerce
Faculty of Commerce and Management
Eastern University, Sri Lanka*

Mrs. S. Maheswaranahan

*Head-Department of Economics
Faculty of Commerce and Management
Eastern University, Sri Lanka*

MENTOR (The Journal of Business Studies) is a refereed journal published by the Faculty of Commerce and Management, Eastern University, Sri Lanka. It is published annually. It is the journal of the university devoted to the promotion of systematic and scientific research studies of the theory and practice of Business and Management, particularly in Sri Lanka.

ISSN 1800-1548

Rs. 300 \$. 7

Foreword

This is the first issue of Mentor-2016, Journal of Business Studies which is a unique journal, aiming at promoting systematic and scientific research of the theory and practice of Management, particularly Eastern Province of Sri Lanka. It provides a network for publication of academic writings based on library, survey, field, evaluation, experimental, and causal-comparative research, original thoughts and perspectives with regard to Management and Business Studies. This journal is expected to be published annually and it will be the journal of the Faculty of Commerce and Management, Eastern University, Sri Lanka.

Although it is mainly devoted to publish research studies done by the academics of Faculty of Commerce and Management and their undergraduates and postgraduates students it expects to publish research studies of good quality from both local and foreign academics and practitioners. The Journal welcomes original contributions not previously published in any local or foreign journal in specific areas of General Management, Commerce, Accounting and Finance, Enterprise Development, Human Resource Management, Marketing Management, Project Management, Technology Management, Production and Operation Management, Organizational Behaviour, Banking and Insurance and other related aspects of Management.

I believe in that this journal will be of importance to undergraduate, and postgraduate students, managers, administrators and junior academics as well as senior academics.

All communications are to be addressed to the Editor in Chief.

Editor in Chief
MENTOR, The Journal of Business Studies
Faculty of Commerce and Management
Eastern University, Sri Lanka
Email: mentor@esn.ac.lk
Tele: +94 065 2240214
Web: www.esn.ac.lk