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## About GARI

Global Academic Research Institute (GARI) is an International Scientific Research Conference Organizer in collaboration with International Universities & Institutions. GARI has brought together leading academic and industry experts from the global community who process diverse experience and expertise in verity of scholarly or scientific disciplines. We established on 2010 as independent service provider then wider range of experience GARI became a powerful arm of scientific research conference organizer in the industry.

## GARI AFFILIATIONS

National Digital Library and Repository – Sri Lanka



N L S L

The National Library is mainly a research and a reference library and it is the main library and information centre in Sri Lanka. It intends to provide library resources as well as information to all Sri Lankans through the National Library. Powers and responsibilities of the National Library were clearly spelled out for the first time and this was a fulfillment of a long felt need. It has become a herculean task to organize and introduce this new institution to the country and to the general public.

Jagadguru Kripalu University - India



Jagadguru Shree Kripaluji Maharaj envisioned a University that not only provides quality education but also aims at all-round personality development of the students, turning them into leaders in their chosen fields. The faculty at JKU are experts in their respective fields, with an intense desire to teach and guide the students to success. Regular interactions with industry leaders and opportunities to be part of various conferences and seminars broaden the students' horizons.

## Kathmandu School of Law – Nepal



Kathmandu School of Law, established in 2000 AD as an affiliate of Purbanchal University, is a community-based, non-profit academic institution that upholds its unrestrained commitment for a pragmatic, research-based and community responsive legal education in the country. It was conceptualized within the ambit of non-profit movement dedicated to serve the need of an academically sound and functionally feasible legal education in Nepal.

## Australasian Institute of Ayurvedic Studies – Australia



The Australasian Institute of Ayurvedic Studies is synonymous with quality and authentic education in Ayurveda. The Institute was founded in 1999 in Auckland, New Zealand and is proud to be the only training Institute in Australasia offering recognised Ayurvedic qualifications in both Australia and New Zealand.

## International Federation for Fitness Health, Physical Education & Iron Games - Saudi Arabia



IFFPHPEIG was established in year 1995. It is one of the largest upcoming federation around the world. The Federation was established by the Honorary President Dr. Kaukab Azeem

## **DETERMINANTS OF UNIVERSITY CHOICE FOR THE ACADEMIC DISCIPLINES IN THE TERTIARY EDUCATION IN SRI LANKA**

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### **ABSTRACT**

Tertiary education in Sri Lanka is a discretionary level of auxiliary education thus, primary and secondary education are compulsory in Sri Lanka. The tertiary education in Sri Lanka essentially stood up to with two crucial challenges, where among the students passing the G.C.E. Advanced Level Examination, only 15% would be accounted to enter university system while 85% are cleared out behind. In expansion, roughly over dozens of millions of students yearly lose the opportunity to continue higher education. Out of 20,000 students, who are selected to for universities are left with zero option to make a university choice based on their qualification and skills. Hence, there is a much demand from the students for a suitable academic discipline such as appropriate degree programs aiming for a sustainable carrier path after holding the degree title. Presently, Sri Lanka do not have a framework or mechanism to identify the student's university selection based on their qualifications, skills or willingness to select a suitable degree program. Hence, this study aims to identify the determinants of university choice for the academic disciplines in the tertiary education in Sri Lanka to develop a suitable mechanism for a physiological paradigm shift of higher education in Sri Lanka. The methodology of the study is based on the Dimensional factors of student selection Hossler (1999), Kotler and Fox (1995), Marketing Mix model for higher education and Combined Complex Decision model, (Holdsworth and Nind, 2005) to measure the University choices in various disciplines. The study used both qualitative and quantitative approaches and the sample was drawn based on convenient sampling technique as 139 participated in the study out of the population of 150 students. The study used both descriptive and essential inferential statistics tools to derive the analysis to meet the objectives of the study. The key findings of the study indicate that students are less likely to select the HEM programs when they concern the employability factor. Availability of flexible payment methods of the degree programs are more influential that the students are more likely to select HEM programmes as their undergraduate choice. Aside from that, female students are more likely to select HEM programmes as their undergraduate choice, yet they remain unemployed. Hence, the results are somewhat argumentative; therefore, it is much evident that Sri Lanka needs a phycological paradigm shift in the higher education system to develop a suitable mechanism for the university choices among the students.

Key words: University Choice, Developing a Mechanism, Demand of the Students, Academic disciplines