

**INFLUENCE OF LECTURERS' COMMUNICATION BEHAVIOUR ON
STUDENT ENGAGEMENT IN ACADEMIC ACTIVITIES WITH SPECIAL
REFERENCE TO FACULTY OF COMMERCE AND MANAGEMENT,
EASTERN UNIVERSITY, SRI LANKA**



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ABSTRACT

Student Engagement is the mostly important factor of the students' academic success. Present study explain the extent to an influences of lecturers' communication behavior on student engagement. According to that, research aim focusing to identify whether the lecturers' communication behavior impact on students' engagement in Faculty of Commerce & Management, EUSL in Batticaloa.

The quantitative study conducted based on primary data which were collected among 265 students by using self-administrated questionnaire. The collected data were analyzed using descriptive statistics, correlation analysis, and simple regression analysis by using SPSS 22 version software. The objectives of this study are to assess the levels of lecturers' communication behavior & student engagement and to examine the relationships among these concepts and analysis how lecturers' communication behavior influence the student engagement.

Based on the findings of the study, this research concludes that student engagement and lecturers' communication behavior level is high level. As well, there are strong positive and significant relationship between student engagement and lecturers' communication behavior. And also this study concluded that strong positive relationship between lecturers' communication behaviors and dimensions of student engagement such us emotional, cognitive but medium positive relationship between behavioral engagement & lecturers' communication behavior. This study proposes that lecturers must prevent students' boredom in their academic activities through good communication behavior and also engaging the students for their academic success to get good job in their future.

Key words: *Student Engagement (SE), Lecturers' Communication Behavior (LCB)*

TABLE OF CONTENTS

ACKNOWLEDGMENT	i
ABSTRACT.....	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	viii
LIST OF FIGURES.....	X
LIST OF ABBREVIATIONS.....	XI
Chapter - 1: INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	5
1.6 Organization of Chapters	5
1.7 Chapter Summary.....	6
Chapter - 2: LITERATURE REVIEW.....	7
2.1 Introduction	7
2.2 Student Engagement.....	7
2.3 Definitions of the Dimensions of Student Engagement.....	9
2.3.1 Cognitive Engagement	9
2.3.2 Emotional Engagement.....	10
2.3.3 Behavioral Engagement.....	10
2.4 Approaches of Student Engagement	11
2.4.1 Behavioral Perspective	11
2.4.2 Psychological Perspective	14
2.4.3 Socio-cultural Perspective	17
2.4.4 Holistic Perspective	18

2.5 Concept of the Communication Behavior	21
2.5.1 Communication Process	22
2.5.2 Barriers to Communication	23
2.5.3 Badly Expressed Message	23
2.5.4 Poor Listening.....	23
2.5.5 Communication Technology in Aiding the Role of the Teacher.....	24
2.6 Definitions of the Dimensions of Lecturers' Communication Behavior	26
2.6.1 Understanding and Friendly	26
2.6.2 Challenging.....	27
2.6.3 Controlling.....	27
2.6.4 Encouragement & Praise	28
2.6.5 Non-verbal Support	28
2.7 Approaches of Communication Behavior	29
2.7.1 The Synchronous Approach	29
2.7.2 The Asynchronous Approach	29
2.8 Relationship between SE & Lecturers' Communication Behavior.....	29
2.9 Appraisal of Literature Reviewed	32
2.10 Chapter Summary.....	33
Chapter - 3: CONCEPTUALIZATION AND OPERATIONALIZATION.....	34
3.1 Introduction	34
3.2 Conceptualization.....	34
3.3 Conceptual Framework	34
3.4 Lecturers' Communication Behavior	35
3.5 Definitions for the Dimensions of Lecturers' Communication Behavior	36
3.5.1. Understanding and Friendly	36
3.5.2 Challenging.....	36
3.5.3 Encouragement & Praise	36

3.5.4 Nonverbal Support.....	36
3.6 Student Engagement.....	37
3.6.1 Emotional Engagement.....	37
3.6.2 Cognitive Engagement	38
3.6.3 Behavioral Engagement.....	38
3.7 Operationalization	38
3.7.1 Summary of Operationalization.....	38
3.8 Transactional Distance Theory.....	43
3.9 Chapter Summary.....	44
Chapter - 4: RESEARCH METHODOLOGY	45
4.1 Introduction	45
4.2 Research Philosophy	45
4.3 Research Approach	46
4.4 Research Strategy	46
4.5 Methodological Choice	47
4.6 Time Horizons.....	47
4.7 Area Selection	48
4.8 Population.....	48
4.9 Sampling Technique/Method	48
4.10 Sampling Framework and Sample Size	49
4.11 Methods of Data Collection & Source	50
4.11.1 Primary Data.....	50
4.11.2 Secondary Data.....	50
4.12 Research Instrument.....	51
4.13 Source of Measurements	52
4.14 The Pilot Study.....	53
4.14.1 Descriptive Analyses	54

4.15 Validity and Reliability of Instruments.....	55
4.16 Unit of Data Analysis.....	55
4.17 Method of Data Analysis.....	56
4.18 Method of Data Evaluation	56
4.18.1 Univariate Analysis	56
4.18.2 Bivariate Analysis.....	57
4.18.3 Correlation Analysis	57
4.18.4 Regression Analysis	58
4.19 Method of Data Presentation.....	59
4.20 Ethical Consideration	60
4.21 Chapter Summary.....	60
Chapter - 5: DATA PRESENTATION AND ANALYSIS.....	61
5.1 Introduction	61
5.2 Analysis of Reliability.....	61
5.3 Data Presentation for Personal Information	62
5.3.1 Frequency Distribution of Department.....	63
5.3.2 Frequency Distribution of Gender	64
5.3.3 Frequency Distribution of Year of Study	65
5.4 Data Presentation for Research Information	66
5.4.1 Univariate Analysis	66
5.4.2 Bivariate Analysis.....	72
5.4.3 Regression Analysis	75
5.5 Testing Hypotheses	76
5.6 Chapter Summary.....	78
Chapter - 6: FINDINGS AND DISCUSSION.....	79
6.1 Introduction	79
6.2 Discussion about Personal Information.....	79

6.2.1 Department of Student.....	79
6.2.2 Gender	79
6.2.3 Year of Study	80
6.3 Discussion: Objective One	80
6.4 Discussion: Objective Two	81
6.5 Discussion: Objective Three	83
6.6 Chapter Summary.....	84
Chapter - 7: CONCLUSION AND RECOMMENDATIONS	85
7.1 Introduction	85
7.2 Conclusion.....	85
7.2.1 Objective One.....	85
7.2.2 Objective Two	86
7.2.3 Objective Three	86
7.3 Contribution of the Study	86
7.3.1 Knowledge Contribution	86
7.3.2 Managerial Contribution.....	87
7.4 Recommendations	87
7.5 Limitations of the Study.....	88
7.6 Direction for Future Studies.....	89
LIST OF REFERENCES.....	90
APPENDIX – A.....	110
APPENDIX -- B.....	117