

Impact of Learning Styles on Learning Effectiveness of Final Year Management Undergraduates in State Universities in Western Province, Sri Lanka

Upathissa, M. P. V. R.¹ and Gunasekara, V. M.²

Learning is one of the most critical aspects in the current society. Hence, the general objective of this study was to identify the impact of learning styles on the learning effectiveness of final-year Management Undergraduates in state universities in Western Province, Sri Lanka. Owing to objective, the researcher built the conceptual framework for the study based on the prior literature. The independent variable was learning styles, and the dependent variable was learning effectiveness. This research exhibits quantitative nature and uses primary data to enrich findings by issuing a standard questionnaire. The population of the current study comprises of the final year undergraduates of Management Faculties in Western province. Further, this study was carried out as a cross-sectional field study and applied the hypothetical-deductive approach. At the analysis stage of this research, the data acquired from primary sources were utilized. Statistical Package for the Social Sciences (SPSS) was essentially used to evaluate the primary questionnaire's statistical data. Through the findings obtained, researchers summarize that there is no significant relationship between visual, auditory, and kinesthetic learning styles with learning effectiveness of students. There have been some reasons that could affect the rejection of the hypotheses of the study. Some are, most of the research were done in a European context and that may not be applicable to Asian context. Also, the nature of the sample and the amount of sample can affect to reject the hypothesis.

Keywords – *Learning Styles, Learning Effectiveness, Visual Learning Style, Auditory Learning Style, Kinesthetic Learning Style*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [vimukthirajitha788@gmail.com]

² Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [madhavig@kln.ac.lk]