

CURRICULUM VITAE

Menuka Udugama



General Information

- Full name: Jayasundara Mudiyanseage Menuka Udugama
- Profession: Senior Lecturer

Contact (Office)

- Address Dept. of Agribusiness Management
Wayamba University of Sri Lanka
Gonawila
Makandura (NWP)
- Telephone 076 381 1062
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Other personal information

- School: Musaeus College – Colombo 07
- Date of Birth: 26th March 1983
- Nationality: Sri Lankan

Academic and Research Experience

Current

- **Senior Lecturer** – *Dept. of Agribusiness Management*, Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka (1st November 2010 – to date)

History

- **Lecturer** – Dept. of Agribusiness Management, Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka (01st November 2013 – 01st November 2015)

- **Lecturer (Probationary)** – Dept. of Agribusiness Management, Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka (01st November 2010 – 01st November 2013)
- **Lecturer (Temporary)** – *Dept. of Agribusiness Management*, Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka (From 15th June 2009 to 31st October 2010).
- **Research Assistant to the following projects of the Biodiversity Secretariat, Ministry of Environment & Natural Resources of Sri Lanka** (1st December 2008 – 10th June 2009)
- **Project 1:** Crop Wild Relatives Genetic Resources Valuation and Mainstreaming Study under the In-situ Conservation of Crop Wild Relatives Project in Sri Lanka
- **Project 2:** Economic Valuation of Invasive Alien Species Affected Dry Zone Tank Ecosystems in Sri Lanka

Other Professional Experience

- **Secretary** - Sri Lanka Association for the Advancement of Science (SLAAS) – 2012
- Academic Coordinator – Diploma in Food Business and Marketing – Wayamba University of Sri Lanka – 2013
- **Secretary / Young Scientists Forum (YSF)** – *National Science and Technology Commission of Sri Lanka (NASTEC)*.
- **Student Representative** – Society for Human Ecology (SHE), USA - 2012-2014
- **Executive Director** – Global Scholars Action Network (GSAN), United Kingdom - 2014
- **E-mentor** - University of Reading - 2014/2015
- **Events Director** – Global Scholars Network (GSN), United Kingdom - 2013
- **Regional Coordinator** – South East Region - Commonwealth Scholarship Commission, United Kingdom – 2015/2016
- **Academic Mentor** – University of Reading – 2015-2018

Academic Qualifications

- **Doctor of Philosophy (University of Reading, United Kingdom)**

University: School of Agriculture, Policy and Development, *University of Reading*, United Kingdom

- **Master of Philosophy**

University: Wayamba University of Sri Lanka

- **Master of Science in Agric. Economics**

University: Postgraduate Institute of Agriculture
University of Peradeniya, Sri Lanka

Board of Study: Agricultural Economics

- **Bachelor of Science in Agriculture [First Class Hons.]**

Specialized in Agribusiness Management

University: Wayamba University of Sri Lanka

Academic Qualifications

- **Associate of Trinity College London (Teaching)**

Institute: Trinity College (London, United Kingdom)

- **Certificate Course – Academic Teaching and Mentoring**

Institute: University of Reading, UK

- **Diploma in Project Management**

Institute: Metropolitan College (Colombo, Sri Lanka)

- **Certificate Course in Staff Development**

Institute: Wayamba University of Sri Lanka

- **Certificate Course in Web Designing**

Institute: Wayamba University of Sri Lanka Effective

Teaching and Research Interests

- Agricultural Economics & Business
- Agricultural Development and Policy
- Economics of Agro-biodiversity
- Environmental & Resource Economics
- Project Analysis & Management

Teaching Experience

Undergraduate – B.Sc. degrees

- Faculty of Agriculture & Plantation Mgt., Wayamba University of Sri Lanka
B. Sc. (Agriculture) Degree Program
 - AB 1103 – Principles of Economics
 - AB 1211 – Agriculture Development & Policy
 - AB 2226 – Agricultural Project Analysis
 - AB 3135 – Agricultural Production Economics

Postgraduate – M.Sc degrees

- Faculty of Agriculture & Plantation Mgt., Wayamba University of Sri Lanka
MSc. (Agricultural Technology) Degree Program
 - International Trade
 - Food Economics

Memberships in Scientific, Academic & Professional Bodies

- National Science and Technology Commission, Ministry of Science and Technology – “Young Scientists Forum” – **Secretary** (2011/2012)
- European Association of Environmental and Resource Economists (EAERE)
- South Asian Association for Development & Environmental Economics (SANDEE)
- International Society for Human Ecology (SHE) – **Student Representative**
- Indian Society for Ecological Economics (INSEE)
- Sri Lanka Association for the Advancement of Science (SLASS) - Section F **Rapporteur** (December 2009-December 2010)
- Committee for Popularization of Science (CPS) of SLAAS - **Section F representative**

Research Projects Completed (2009 – 2013) as Co-investigator

- **“Assessing Internal and External Trade Policies and Practices Affecting Food Security in Sri Lanka, and Identifying Areas for Improvement”**
 - *Funds:* National Science Foundation of Sri Lanka (NSF)
 - [NTRP/2012/FS/PG-04/P-01] (2012 – 2015)
- **“Farmers’ Valuation of Agrobiodiversity in Home Gardens: A Case Study in Kurunegala District – Sri Lanka”**
 - *Funds:* Ministry of Environment and Renewable Energy – „Pricing the Island” Project (2013 - 2014)
- **An Economic Assessment of Firms’ Realization on the Intended Benefits of Adoption of Food Quality Metasystems in the Agri-Food Processing Sector in Sri Lanka**
 - *Funds:* National Science Foundation of Sri Lanka (NSF) [RG/2011/AG/01] (2011 2012)
- **Motives for Food Processing Firms to Adopt Solid Waste Management Practices**
 - *Funds:* South Asian Network for Development & Environmental Economics (SANDEE) [SANDEE/January 2008/002] (2008 – 2009)
- **As a research team member**
- **Socio-Economic Survey & Impact Modeling”** - Preparation of an Environmental Impact Assessment Report (EIAR) for the Madampe Industrial Estate, **Ministry of Industrial Development**, PO Box 570, Galle Road, Colombo 03.
- **An Inquiry into the Innovativeness in the Agribusiness Sector of Sri Lanka”**
 - *Funds:* Treasury Funded Project through Council for Agricultural Research Policy (CARP) under the National Agricultural Research Policy, Ministry of Agriculture (2012 – 2013) [NARP/11/WUSL/APM/01]

Text Books Edited

- **“Safety Nets in Sri Lanka: A review of major programs in effect”** – Publisher: Centre for Agribusiness Studies of the FAPM, WUSL (ISBN 978-955-8746-66-0) (2010) – Joint Authorship with Prof. U.K. Jayasinghe-Mudalige.
- **“Economic Valuation of Genetic Resources of Prioritized Wild Rice Species in Sri Lanka”** – Publisher: Centre for Agribusiness Studies of the FAPM, WUSL (ISBN 978-955-8746-65-3) (2010) – Joint Authorship with Prof. U.K. Jayasinghe-Mudalige *et al.*

Research Dissemination - Articles in Peer-Reviewed Journals

- Fernando, A., U. K. Jayasinghe-Mudalige, J. C. Edirisinghe, **J. M. M. Udugama**, H. M. L. K. Herath and T. P. S. R. Guruge (2015). “Technical Efficiency of Small-Scale Marine Fishing

Households: Evidence from a Stochastic Frontier Analysis”, *International Journal of Economic Practices and Theories*, 5(2): 69 – 77.

- Ranathunga, D. N., U. K. Jayasinghe-Mudalige, L. D. M. N. Lokuge, T. P. S. R. Guruge and **J. M. M. Udugama** (2015), “Price Premium for Enhanced Quality: What Food Quality Attributes Matter for Consumers and Why? Exploring the Cases of Liquid Milk and Fruit Beverage Products”, *Journal of Business Studies*, 1(2): 72 –81.
- Thilakarathne, N. T., U. K. Jayasinghe-Mudalige, **J. M. M. Udugama**, J. C. Edirisinghe and H. M. L. K. Herath (2015), “Role of Information on Women Consumer Decision Making on Food Quality: An Analysis Based on Visual Presentation of Dairy Quality Attributes”, *Journal of Agricultural Sciences*, 10(2): 109 - 118.
- Jayasinghe-Mudalige, U. K and **J. M. M. Udugama** (2014), “Motives for Firms to Adopt Solid Waste Management Controls: The Case of Food Processing Sector in Sri Lanka”, *Journal of Environmental Science and Management*, 17(1): 28-37.
- Jayasinghe-Mudalige, U. K., S. M. M. Ikram, **J. M. M. Udugama**, J. C. Edirisinghe and H. M. T. K. Herath (2014), “Firms’ Realization on the Intended Benefits of Adoption of Food Quality Metasystems: Case of Adoption of HACCP in the Agri-Food Processing Sector in Sri Lanka”, *Journal of Agricultural Sciences*, 9(1): 12 - 23.
- Weerasekara, N. D. K., U. K. Jayasinghe-Mudalige, S. M. M. Ikram, **J. M. M. Udugama**, J. C. Edirisinghe and H. M. L. K. Herath (2014), “Firms’ Responsive Towards Quality Management in Bottled Drinking Water Manufacturing Industry in Sri Lanka”, *Sri Lanka Journal of Economic Research*, 2(1): 67 - 78.
- Jayasinghe-Mudalige, U. K and **J. M. M. Udugama** (2014), “Motives for Firms to Adopt Solid Waste Management Controls: The Case of Food Processing Sector in Sri Lanka”, *Journal of Environmental Science and Management*, 17(1): 28-37.
- Ikram, S. M. M., **J. M. M. Udugama** and U. K. Jayasinghe-Mudalige (2014), “Leadership in the Context of Plantation Sector of Sri Lanka: Exploring the Style, Behavior and Perspectives of Estate Managers”, *South Asian Journal of Management*, 21(2): 08 - 21.
- E. G. C. D. Bandara, U. K. Jayasinghe-Mudalige, **J. M. M. Udugama**, A. M. C. M. Attanayake and J. C. Edirisinghe (2014), “Has the Food and Agriculture Sector Played Its Intended Role in Socio-Economic Development of Sri Lanka? An Empirical Investigation”, *Journal of Agricultural Sciences*, 9(2): 70 - 77.
- Silva, W. G. M., **J. M. M. Udugama** and U. K. Jayasinghe-Mudalige (2012), “Consumer Perceptions on Quality Attributes of Liquid Food Products: Empirical Analysis Based on Urban Households”, *Journal of Agricultural Sciences*, 7(1): 85 - 96.
- U. K. Jayasinghe-Mudalige, **J. M. M. Udugama** and S. M. M. Ikram (2012), “Use of Structural Equation Modeling Techniques to Overcome the Empirical Issues Associated with Quantification of Attitudes and Perceptions”, *Sri Lankan Journal of Applied Statistics*, 13: 15 - 37.

- **Udugama, J. M. M.** and U. K. Jayasinghe-Mudalige (2011), “Role of Market-Based Incentives for Firms to Adopt Environmental Controls: An Analysis Based on Panel Data on Solid Waste Management in AgriFood Processing Sector in Sri Lanka”, *Journal of Food and Agriculture*, 4(1&2): 09– 19.
- Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama** (2011), “Firms’ Private Action Towards Environmental Quality: Where Does Regulation Stand for Non-Adopters of Environmental Management Practices”, *Sri Lankan Journal of Agricultural Economics*, 13(1): 27 - 37.

Working Papers / Book Chapters / Other Peer-Reviewed Articles

- **Udugama, J. M. M.** and U. K. Jayasinghe-Mudalige (2015). “Governing Firms’ Corporate Environmental Response: Success or Failure? Evidence from a Panel Data Based Analysis on Solid Waste Management in Agri-Food Processing Sector of Sri Lanka”. In: Ghosh, N., P. Mukhopadhyay., A. Shah and M. Panda (Eds.) *Nature, Economy and Society - Understanding the Linkages*, Springer, NY, pp. 163 - 176.
- **Udugama, J. M. M.** (2012). “Effective Time Management for Professional Development”. In: Teaching, Learning, Assessment and Skills Development in Higher Education: Concepts and Applications (Eds. Udith K. Jayasinghe-Mudalige and Ajith Jayaweera), (ISBN 978-955-874667-7), Publisher: Staff Development Centre, Wayamba University of Sri Lanka pp. 346 - 352.
- **Udugama, J. M. M.** (2012). “Effective Time Management for Professional Development”. In: Teacher – Learner Skills Development in Higher Education: Selected Topics (Eds. Udith K. Jayasinghe-Mudalige and Ajith Jayaweera), (ISBN 978-955-8746-90-5), Publisher: Staff Development Centre, Wayamba University of Sri Lanka pp. 01 – 13.
- Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama** (2011), “Motives for Firms to Adopt Solid Waste Management Controls: The Case of Food Processing Sector in Sri Lanka” SANDEE Working Paper 60-11 (ISSN 1893-1891), South Asian Network for Development and Environmental Economics, PO Box 8975, EPC 1056, Kathmandu, Nepal.

Research Communications –Conferences / Meetings

- **Udugama, J. M. M.**, and E. J Robinson, “Implications of improved understanding of animal movement patterns for managing invasive species”, *24th Annual Conference of the European Association of Environmental and Resource Economists (EAERE)*, University of Manchester, Manchester, United Kingdom, 26 - 29 June 2019
- **Udugama, J. M. M.**, G. Holloway and E. J Robinson, “Bio-Economic Methods to Control Invasive Agricultural Pests: A Framework for Analysis”, Annual Conference of the Agricultural Economics Society to be held at the Royal Dublin Society, Dublin, Ireland, 24th – 26th April 2017.

- **Udugama, J. M. M.**, G. Holloway and E. J. Robinson, “The Economics of Spatial - Behavioural Dynamics: Implications for Natural Resource Management”, PhD Colloquium, University of Birmingham, United Kingdom, 6th May 2016.
- **Udugama, J. M. M.**, G. Holloway and D. Tomberlin, “Revisiting Fishermen Foraging Strategy and Implications for Fisheries Management”, MARE Conference – People and the Sea, Amsterdam, Netherlands, 24 - 26 June 2015.
- Jayasinghe-Mudalige, U. K., S. M. M. Ikram, **J. M. M. Udugama**, H. M. T. K. Herath, J. C. Edirisinghe, B. B. Goroggoda and S. N. Dissanayake, “Firms’ Realization of Expectations on Adopting a Food Safety and Quality Metasystem: What Can We Learn from Agri-Food Processing Sector in Sri Lanka”, 8th *Dubai International Food Safety Conference*, Dubai, United Arab Emirates, 18 - 19 November 2013.
- Jayasinghe-Mudalige, U. K., S. M. M. Ikram, **J. M. M. Udugama**, R. S. S. Ratnayake, A. Wijesekara and S. J. B. A. Jayasekara, “Upgrading value chains of neglected and underutilized plant species experience and lessons learnt in Sri Lanka”, 3rd *International Conference on Neglected and Underutilized Species: for a FoodSecure Africa*, Accra, Ghana, 25 - 27 September 2013.
- Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama**, “Motives Triggering Firms’ Voluntary Approaches Towards Environmental Regulation: Evidence from the Agri-Food Processing Sector in Sri Lanka”, 19th *Annual Conference of the European Association of Environmental and Resource Economists (EAERE)*, University of Economics, Prague, Czech Republic, 27 - 30 June 2012.
- Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama**, “Governing Environmental Behavior of Firms Through Market Forces and Regulation: Case of Solid Waste Management in AgriFood Processing Sector in Sri Lanka”, *Conference of the International Society for Ecological Economics (ISEE)*, Guanabara Palace Hotel, Rio de Janeiro, Brazil, 16 - 19 June 2012.
- Jayasinghe-Mudalige, U. K., S. M. M. Ikram and **J. M. M. Udugama**, “Adoption of HACCP Food Safety Metasystem by Agri-Food Processing Enterprises in Sri Lanka: An Empirical Assessment on Incentives for Firms to Act”, 22nd *Annual International Food and Agribusiness Management Association Forum and Symposium*, Le Royal Meridien Hotel, Shanghai, China, 09 - 14 June 2012.
- Jayasinghe-Mudalige, U. K., U. A. D. P. Gunawardena, **J. M. M. Udugama**, S. M. M. Ikram, R. P. L. Randeni, R. S. S. Ratnayake and G. Gamage, “Conservation and Management of Genetic Resources of Rice Wild Relatives of Sri Lanka: An Alternative Strategy Linking Conservation Policies and Sustainable Livelihoods”, *The Economics of Ecosystem and Biodiversity (TEEB) Conference 2012*, Helmholtz Centre for Environmental Research – UFZ, Leipzig, Germany, 19 - 22 March 2012.
- Thibbotuwawa, R. M. M. I., B. L. D. S. Printhika, U. K. Jayasinghe-Mudalige and **J. M. M. Udugama**, “Impact of Microfinance on Household Welfare: Assessing the Case of Samurdhi Program in Sri Lanka”, 56th *Annual Conference of the Australian Agricultural & Resource Economics Society*, Esplanade Hotel, Fremantle, Australia, 07 - 10 February 2012.

- Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama**, “Firms’ Compliance to the National Strategies for Environmental Management and the Role of Managers’ Environmental Altruism: Case of Solid Waste Management in Food Processing Industry in Sri Lanka”, *Sixth Biennial Conference of the Indian Society for Ecological Economics (INSEE)*, Centre for Economic and Social Studies (CESS), Hyderabad, India, 20 – 21 October 2011.
 - Ikram, S. M. M., U. K. Jayasinghe-Mudalige and **J. M. M. Udugama**, “Moving from Orthodox Management to Intrapreneurship: An Empirical Assessment of Estate Managers in the Plantation Sector of Sri Lanka”, “*International Conference on Developing a Modern Entrepreneurial Society*” (DAMES 11), Convention Centre, Abdul Rahaman University, Chennai, INDIA, 29 – 30 April 2011.
 - Dissanayake, D. R. R. W., U. K. Jayasinghe-Mudalige and **J. M. M. Udugama**, “Financing the Entrepreneurship: A Success Story of Development of an Alternative Microfinance Scheme for Tea Smallholding Entrepreneurs in Sri Lanka”, “*International Conference on Developing a Modern Entrepreneurial Society*” (DAMES 11), Convention Centre, Abdul Rahaman University, Chennai, INDIA, 29 – 30 April 2011.
 - Jayasinghe-Mudalige, U. K., **J. M. M. Udugama** and S. M. M. Ikram, “Voluntary Action of a Firm on Environment Management: An Empirical Assessment on Sri Lankan Food Processing Firms’ Response to the Private and Regulatory Incentives”, *55th Annual Conference of the Australian Agricultural & Resource Economics Society*, Crown Conference Centre, Melbourne, Australia, 08 – 11 February 2011.
 - Jayasinghe-Mudalige, U. K. and **J. M. M. Udugama**, “Motives for Firms to Adopt Solid Waste Management Controls: The Case of the Food Processing Sector in Sri Lanka”, *SANDEE@10 - International Conference*, Kathmandu, Nepal, 06 – 07 December 2010.
 - Weerakoon, W. R. W. M. A. P., N. R. Withana, U. K. Jayasinghe-Mudalige and **J. M. M. Udugama**, “Assessing the Willingness-To-Pay of Local and Foreign Visitors Towards Visitor Satisfaction and Sustainable Development of Hurulu Forest Reserve in Sri Lanka”, *Economics and Environment Network Symposium*, Australian National University, Canberra, Australia, 22 – 24 November 2010.
 - Jayasinghe-Mudalige, U. K., U. A. D. P. Gunawardena, R. P. L. Randeni, R. S. S. Ratnayake and **J. M. M. Udugama**, “Preferences of Plant Breeders, Policy Planners and People in Adjacent Communities to Conserve Genetic Resources of Wild Rice Relatives of Sri Lanka: An Economic Analysis”, *3rd International Rice Congress*, Hanoi, Vietnam, 8 – 12 November 2010.
- Udugama, J. M. M.**, L. Randeni, R. S. S. Ratnayake and U. K. Jayasinghe-Mudalige, “A Case of Community Participation in Conserving Environment Through Indigenous Knowledge in Urban Areas of Sri Lanka”, *International Conference on Human Ecology*, Manchester, United Kingdom, 25 June – 03 July 2009.

Editing / Reviewing of Publications

❖ Member of the Editorial Board

- **Extended Abstracts - 5th IPTS** (ISSN: 1800 - 2978) - published by the DABM, WUSL
- **ABM Newsletter** (ISSN: 1800 - 2986) - published by the DABM, WUSL (*Vol 5 - No 1*)

Resource Person

Task	Organized By	Date
Enumerator Training Program: <i>"FLFN, University of Calgary, IDRC Aquaculture Project"</i>	<i>Faculty of Livestock, Fisheries & Nutrition</i> - held at the Small Fishers' Federation, Chilaw	27 th to 31 st May 2011

Overseas Training

- **Short Course: “BREAD-IGC-ISI Summer School in Development Economics”** - Organized by the Bureau for Research and Economic Analysis of Development (BREAD), International Growth Center (IGC) and the Indian statistical Institute (ISI) - held at the Indian statistical Institute, New Delhi, India, 21-25 July 2012.
- **Short Course: “Economics of Environmental Regime Shifts”** - Organized by the Beijer Institute of Ecological Economics (Royal Swedish Academy of Science, Stockholm, Sweden) - held at the University of Economics in Zizkov, Prague, Czech Republic, 26 - 27 June 2012.
- **International Workshop: “Pathways to Interdisciplinarity: Analyzing the Interface of Nature, Economy and Society”** - Organized by the Indian Society for Ecological Economics (INSEE) - held at Centre for Economic and Social Studies (CESS), Hyderabad, India, 19th October 2011.
- **Training Course: “Biodiversity and Ecosystem Services: An Interdisciplinary Perspective”** - Organized by the Alter- Net Summer School Secretariat of the Potsdam Institute for Climate Impact Research (PIK) - held at Peyresq, France, 7 - 17 September 2011.
- **Short Course: “Environmental Economics & Natural Resource Management”** - Organized by the SANDEE and UNEP - held at the AIT Conference Center, Pathumthani, Thailand, 2 - 20 May 2011.

Scholarships / Awards

- **The Commonwealth Scholarship (2013)** - for PhD Studies at the University of Reading, Whiteknights, Reading, RG6 6UA, United Kingdom.
- **Best Performer** –Certificate Course on Staff Development (5th intake - 2011) conducted by the St Staff Development Centre, Wayamba University of Sri Lanka (Date of Award: 04th April 2012).
- **Certificate for the Best Presentation** – “YSF Symposium 2011” organized by the Young Scientists Forum of the National Science and Technology Commission of Sri Lanka, Ministry of Science & Research of Sri Lanka.
- **IPMP Gold Medal** - awarded to the student with the “*Best Overall Performance*” of the B.Sc. (Agriculture) degree program of the Faculty of Agriculture and Plantation Management.
- **The DSI Group Award** - for the student with the “*Best Performance*” in the Dept. of Agribusiness Management of the Faculty of Agriculture and Plantation Management.

- **Best IPTS Performer 2009** – for best performance throughout the in-plant training program of the Dept. of Agribusiness Management (December 2008 – May 2009).

Academic Referees

Prof. Elizabeth Robinson

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Prof. Udith K. Jayasinghe-Mudalige

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I certify that the particulars given by me above are true and accurate to the best of my knowledge.



Date: 27/ June / 2019

J. M. M. Udugama