

## PERSONAL DETAILS

Name in Full : Thelikada Palliyage Shashika Ranganie Guruge

Profession : Lecturer - Dept. of Agribusiness Management

Contact : Dept. of Agribusiness Management  
Faculty of Agriculture & Plantation Management  
Wayamba University of Sri Lanka  
Makandura, Gonawila (NWP), Sri Lanka, 60170

**Telephone:** +94 71 667 9681

**E-mail:** *guruge84@yahoo.com*

Date of Birth : 13th August 1984

Nationality : Sri Lankan

Civil Status : Married

School Attended : Visakha Vidyalaya, Colombo 5

## ACADEMIC AND PROFESSIONAL CAREER

Current : Lecturer - Dept. of Agribusiness Management

History : Bank Executive – Sampath Bank PLC (From Oct 2010 to Dec 2013)  
Assistant Lecturer- Dept. of Agribusiness Management, Faculty of  
Agriculture & Plantation Management, *Wayamba University of Sri Lanka*  
(From May 2010 to October 2010).

## ACADEMIC QUALIFICATIONS

- Masters in Business Studies – Merit Pass  
University: University of Colombo
- B.Sc. (Agri.)-Second Class Upper Division  
University: Wayamba University of Sri Lanka
- PhD Candidate at University of Colombo

## PROFESSIONAL QUALIFICATIONS

- Diploma in Banking and Finance  
Institute: Institute of Bankers of Sri Lanka
- Professional Diploma in Marketing  
Institute: Chartered institute of Marketing (CIM)
- Certificate course on Staff Development  
Institute: Staff Development Centre – Wayamba University of Sri Lanka

## OVERSEAS TRAINING-SHORT COURSES

“Environmental Economics & Natural Resource Management” – Organized by the South Asian Network for Development and Environmental Economics – held at the AIT Conference Center, Pathumthani, Thailand, 8 –26 May 2016.

## AWARDS

- Best paper merit award- 7<sup>th</sup> symposium organized by Young Science Forum, National Science and Technology Commission Sri Lanka
- Sri Lanka’s best performance for the Customer Communication in 2009 June (CIM)
- Merit award winner – 5th In-Plant Training Symposium (IPTS) held on August 2010, Center for Agribusiness Management, Department of Agribusiness Management, Faculty of Agriculture and Plantation Management, Wayamba University of Sri Lanka.
- Proposal development support awarded by The South Asian Network for Development and Environmental Economics (SANDEE) for the new researchers

## TEACHING

### ***B. Sc. Agriculture (Degree Program)***

#### ***Faculty of Agriculture & Plantation Management-Wayamba University of Sri Lanka***

- AB 1103 – Principles of Economics
- AB 11022 – Fundamentals of Management
- AB 31113 – Marketing Management
- AB 32252 – Environmental & Resource Economics

### ***B. Sc. In Food Production and Technology Management (Degree Program)***

#### ***Faculty of Livestock, Fisheries & Nutrition - Wayamba University of Sri Lanka***

- LAS 2182 Farm Planning and Economics

### ***Master of Business Administration in Tourism and Hospitality (Degree Program)***

#### ***Asia e University of Malaysia***

- Project Paper-Supportive session in data analysis and SPSS
- MEC604-Managerial Economics

## ARTICLES IN PEER-REVIEWED JOURNALS

Ranjan, K. R. H. M., T. P. S. R. Guruge and U. K. Jayasinghe-Mudalige (2017), "Economic Valuation of Urban Coastal Ecosystem Services and Scenic Beauty", *Journal of Applied Economics & Business*, 1: 31 - 40.

Guruge, T. P. S. R., U. K. Jayasinghe-Mudalige, D. Weerakoon, J. M. M. Udugama and S. P. Premarathne (2017), "Insight into Cultural Ecosystem Services: Comprehensive Review through Cluster Analysis", *Sri Lanka Journal of Economic Research*, 4(2): 41 - 65.

Ranasinghe, R. M. S., U. K. Jayasinghe-Mudalige, L. D. M. N. Lokuge, J. C. Edirisinghe, T. P. S. R. Guruge, J. M. M. Udugama and H. M. L. K. Herath (2016), "Assessing Consumer Demand For Food Quality Certification: Case of HACCP Certified Eggs", *Tropical Agricultural Research and Extension*, 19(1): 184 - 189.

Rifnaz, M. B. M., U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama, H. M. L. K. Herath and J. C. Edirisinghe (2016), "Perceived Health Status of Consumers and Incorporation of Functional Ingredients into Their Diet", *Procedia Food Science*, 6: 56 - 59.

Guruge, T. P. S. R., U. K. Jayasinghe-Mudalige and M. Sumanadasa (2015), "Direct User Preferences on Urban Coastal Ecosystem Services: A Case Study of Adjacent Fishing Households of the Negombo Estuary, Sri Lanka", *Colombo Journal of Multi-Disciplinary Research*, 2(2): 59 - 73.

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

Jayasinghe-Mudalige, U. K., U. A. D. P. Gunawardena, J. M. M. Udugama, R. P. L. C. Randeni, T. P. S. R. Guruge, D. R. R. W. Dissanayake, G. Gamage and R. S. S. Rathnayake (2010), "Assessing the Preferences of Plant Breeders and Communities Adjacent to Conservation Areas for Conservation of Genetic Resources of Rice Wild Relatives of Sri Lanka", *Tropical Agriculturist*, 158: 25 - 42.

## CONFERENCE PROCEEDINGS

1. T. P. S. R. Guruge, U. K. Jayasinghe-Mudalige, D. Weerakon and S P Premarathne , “An Assessment of Urban Coastal Ecosystems as a Landscape Aesthetic in Selection of Housing Location: A Case Study of Negombo Lagoon in Sri Lanka”, Young Scientist Forum, National Science and Technology Commission in Sri Lanka, 19th January 2018.
2. T. P. S. R. Guruge, H. Ranjan, U. K. Jayasinghe-Mudalige and D. Weerakon, “Does Cultural Landscape Really Matter? A Case Study of Local Community Preferences towards Negombo Lagoon View”, International Symposium on Agriculture and Environment (ISAE 2017), Faculty of Agriculture, University of Ruhuna, Kamburupitiya, 19th January 2017.
3. T. P. S. R. Guruge, I. Surige, U. K. Jayasinghe-Mudalige, and D. Weerakon (2016) “Key Determinants of Urban Residential Land Price: Value of Natural Amenity”, Annual Research Symposium, Organized by: The Faculty of Graduate Studies, University of Colombo, 14 October 2016.
4. T. P. S. R. Guruge, H. Ranjan, U. K. Jayasinghe-Mudalige and D. Weerakon (2016) “Urban Coastal Ecosystem Services and Value of Cultural Landscape”, 21<sup>st</sup> International Forestry & Environment Symposium, Organized by: Dept. of Forestry and Environmental Science, University of Sri Jayewardenepura, Gangodawila, Nugegoda, Held at: Hotel Kandalama.
5. H. Ranjan, T. P. S. R. Guruge, U. K. Jayasinghe-Mudalige and D. Weerakon (2016) “Cultural Services of Urban Coastal Ecosystems: Assessing the Value of View to the Indigenous Community”, 3rd International Conference on Social Sciences, Organized by: Faculty of Social Sciences, University of Kelaniya.
6. T. P. S. R. Guruge, L. P. S. G Senarathne, U. K. Jayasinghe-Mudalige and D. Weerakon, “Does Cultural Landscape Really Matter? A Case Study of Local Community Preferences towards Negombo Lagoon View”, 3rd International Conference on Agricultural Sciences (AgInsight 2016), Faculty of Agricultural Sciences, Sabaragamuwa University of Sri Lanka, 8th – 9th December 2016.
7. H. Ranjan, T. P. S. R. Guruge and U. K. Jayasinghe-Mudalige “Community Preference for Urban Coastal Ecosystem Conservation and Scenic Beauty”. In the Proceedings of the “15th Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 28th –29th June 2016. Pp. 26-30.
8. I. Surige, T. P. S. R. Guruge and U. K. Jayasinghe-Mudalige “An Assessment of the Factors Affecting Residential Land Prices in Negombo Area”. In the Proceedings of the “15th Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 28th – 29th June 2016. Pp. 31-34.

9. L. P. S. G Senarathne, T. P. S. R. Guruge and U. K. Jayasinghe-Mudalige “An Assessment of Ecosystem Services Offered by Negombo Estuary to Adjacent Hotels”. In the Proceedings of the “15th Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 28th – 29th June 2016. Pp. 71-75.
10. Rifnaz, M. B. M., Jayasinghe-Mudalige, U. K., Guruge, T. P. S. R., Udugama, J. M. M., Herath, H. M. L. K., & Edirisinghe, J. C. (2016). Perceived health status of consumers and incorporation of functional ingredients into their diet. *Procedia Food Science*, 6, 56-59.
11. Witharana, B. W. H. D. B., U. K. Jayasinghe-Mudalige, J. M. M. Udugama and T. P. S. R. Guruge, “Farmer Perceptions of and Responses to Climate Change in the Dry Zone of Sri Lanka”, South Asian Symposium on Sustainable Environment Management, Center for Environmental Studies, University of Peradeniya, 17–18 March 2016.
12. Ranasinghe, R. M. S., U. K. Jayasinghe-Mudalige, L. D. M. N. Lokuge, J. C. Edirisinghe, T. P. S. R. Guruge, J. M. M. Udugama and H. M. L. K. Herath, “Assessing Consumer Demand for Food Quality Certification: Case of HACCP Certified Eggs”, International Symposium on Agriculture and Environment (ISAE 2016), Faculty of Agriculture, University of Ruhuna, Kamburupitiya, 14th January 2016.
13. Surwath, M. I. F., U. K. Jayasinghe-Mudalige, J. M. M. Udugama, T. P. S. R. Guruge, H. M. L. K. Herath and J. C. Edirisinghe, “Worker Perceptions on Loss of Labor Productivity by Food & Waterborne Diseases and Other Risky Events”, International Research Conference on Humanities & Social Sciences (IRCHSS 2015), University of Sri Jayewardenepura, Gangodawila, Nugegoda, 3rd December 2015.
14. Rifnaz, M. B. M., U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama, H. M. L. K. Herath and J. C. Edirisinghe, “Perceived Health Status of Consumers and Incorporation of Functional Ingredients into Their Diet”, International Conference of Sabaragamuwa University of Sri Lanka (ICSUSL 2015), Sabaragamuwa University of Sri Lanka, Held at: Berjaya Hotel, Mount Lavinia, 19 – 20 November 2015.
15. T. P. S. R. Guruge, U. K. Jayasinghe-Mudalige, M. Sumanadasa and H. I. U. N. Muthukumara, “Direct User Preferences on Coastal Ecosystem Services: Assessing the Case of Adjacent Fishing Households to the Negombo Estuary”, Annual Research Symposium, Organized by: The Faculty of Graduate Studies, University of Colombo, 25 October 2015.
16. Muthukumara, H. I. U. N., U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama, J. C. Edirisinghe and H. M. L. K. Herath, “Assessing Ecosystem Services Offered by Negombo Estuary to Adjacent Fishing Households: Choice Experiment Analysis”, 20th International Forestry & Environment Symposium, Organized by: Dept. of Forestry and Environmental Science, University of Sri Jayewardenepura, Gangodawila, Nugegoda, Held at: Club Hotel Dolphin, Wayikkal, 16 – 17 October 2015
17. Swarnamali, M. M. N., A. M. Perera, U. K. Jayasinghe-Mudalige, J. M. M. Udugama, H. M. L. K. Herath, T. P. S. R. Guruge and J. C. Edirisinghe, “Motives for Status Consumption: An Empirical Investigation Based on Semi-Urban Women Consumers in Supermarket Settings in Sri Lanka”, 8th International Research Conference, General Sir John Kotelawala Defence University, Ratmalana, 27 – 28 August 2015.

18. Muthukumara, H. I. U. N., U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama, J. C. Edirisinghe and H. M. L. K. Herath, “Analytic Hierarchy Process to Assess Ecosystem Services Offered by Negombo Estuary to Adjacent Fishing Households”, 21st Annual Scientific Sessions of the Sri Lanka Association for Fisheries and Aquatic Resources (SLAFAR), National Aquatic Resources Research and Development Agency (NARA), Crow Island, Colombo 15, 22 May 2015.
19. K. Arashilankumaran, T. P. S. R. Guruge and H. M. L. K. Herath “Forecasting Potato, Onion and Dhal Prices in Colombo with ARIMA and SAIMA Models”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 342-346.
20. S. A. I. M. Wickramasinghe, T. P. S. R. Guruge and H. M. L. K. Herath “Forecasting Market prices for Up-country Vegetables”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 392-396.
21. T. A. T. S. Gunasekara, T. P. S. R. Guruge and H. M. L. K. Herath “Identification of the Dynamic behaviour and forecasting of Tea Market Prices in Sri Lanka”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 407-411.
22. R. Nasmila, T. P. S. R. Guruge and H. M. L. K. Herath “Structural Breaks for Wheat Flour Prices in Sri Lanka: A Bayesian Approach”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 430-434.
23. W. M. T. N. Gunathilaka, T. P. S. R. Guruge and H. M. L. K. Herath “Dynamic Behaviour of Low Country Vegetable Retail Prices: An Approach using ARIMAX Model”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 465-469.
24. H. I. U. N. Muthukumara, U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama, J. C. Edirisinghe and H. M. L. K. Herath “An Assessment of Ecosystem Services Offered by Negombo Estuary to Adjacent Fishing Households”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 357-361.
25. M. I. F. Surwath, U. K. Jayasinghe-Mudalige, J. M. M. Udugama, T. P. S. R. Guruge and H. M. L. K. Herath “Worker Perceptions on Loss of Productivity Cause by Food and Waterborne Diseases: An Empirical Investigation” In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 382-386.
26. R. M. S. Ranasinghe, U. K. Jayasinghe-Mudalige, J. C. Edirisinghe, L. D. M. N. Lokuge and T. P. S. R. Guruge “Effect of Provision of Information on Consumer Demand for Certification: A Case of HACCP in Eggs”. In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 440-444.

27. B. W. H. D. B. Witharana, U. K. Jayasinghe-Mudalige, J. M. M. Udugama and T. P. S. R. Guruge “Farmer Perceptions and Responses to Overcome the Effects of Climate Change in Dry Zone Agricultural Systems in Sri Lanka” In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 490-494.
28. H. I. S. Perera, G. H. I. Anjalee, T. P. S. R. Guruge and N. R. Abeynayake “An Empirical Assessment on Impacts of Motivators towards Job Satisfaction: Case on Rubber (*Hevea brasiliensis*) Tappers in Kegalle District” In the Proceedings of the “14<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 25<sup>th</sup> – 26<sup>th</sup> June 2015. Pp. 435-439.
29. S.N.S. Silva, T. P. S. R. Guruge and H.M.T.K. Herath “Association between Consumer Perception of Green Marketing and Willingness to Pay for Green Products: Case of Fast Moving Consumer Goods Sector in Colombo District”. In the Proceedings of the “13<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 7<sup>th</sup> – 8<sup>th</sup> August 2014. Pp. 126-130.
30. G. Chamindike and S. Guruge, “Assessing the Systems Applications and Product in Manufacturing (SAP) System as a Solution for Enterprises Resource Planning (ERP) to Cater Lean Initiatives in Apparel Industry by Using Critical Success Factors: Case Study at MAS Holdings”, International Conference on Multidisciplinary Approaches, Organized by: Faculty of Graduate Studies, University of Sri Jayewardenepura, Gangodawila, Nugegoda, 13<sup>th</sup> – 14<sup>th</sup> August 2014.
31. G. L. S. Dilukshi, T. P. S. R. Guruge, U. K. Jayasinghe-Mudalige, J. C. Edirisinghe and H.M.T.K. Herath “Empirical Assessment on Local Banking Industry: Sector Performance, Competition and New Product Development on Business Performances”. In the Proceedings of the “13<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 7<sup>th</sup> – 8<sup>th</sup> August 2014. Pp. 16-20.
32. M. B. M. Rifnaz, U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama and H. M. L. K. Herath “Perceived Health Status of Consumers vs. Incorporation of Functional Ingredients into Their Diets: An Empirical Assessment”. In the Proceedings of the “13<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 7<sup>th</sup> – 8<sup>th</sup> August 2014. Pp. 111-115.
33. D. N. Ranathunga, U. K. Jayasinghe-Mudalige, T. P. S. R. Guruge, J. M. M. Udugama and J. C. Edirisinghe “Paying a Price Premium for Enhanced Food Safety and Quality: Examining the Case of Liquid Milk and Fruit Beverage Products”. In the Proceedings of the “13<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 7<sup>th</sup> – 8<sup>th</sup> August 2014. Pp. 96-100.
34. Fernando, B. A. L. K., U. K. Jayasinghe-Mudalige, J. C. Edirisinghe, J. M. M. Udugama, H. M. L. K. Herath and T. P. S. R. Guruge, “Do Small-Scale Fishing Households Perform at Their Best? Evidence from a Stochastic Frontier Analysis to Assess Technical Efficiency”, 19<sup>th</sup> International Forestry & Environment Symposium, Organized by: Dept. of Forestry and Environmental Science, University of Sri Jayewardenepura, Gangodawila, Nugegoda, Held at: Aliya Resort & Spa, Seegiriya, 24 – 25 October 2014.
35. T. P. S. R. Guruge, G. N. K. Chamindike and T. P. N. Tharanganie, “Assessing the Systems Applications and Product in Manufacturing (SAP) System as a Solution for Enterprises

- Resource Planning (ERP) to Cater Lean Initiatives” OUSL Annual Academic Sessions-2014 proceedings. Pp 276-280. The Open University of Sri Lanka, Nawala, Nugegoda.
36. S.N.S. Silva, T. P. S. R. Guruge and H.M.T.K. Herath “Association between Consumer Perceptions Towards Green Marketing by Assessing Consumer Preference and Willingness to Pay for Green Products In the Proceedings of the “International Symposium on Agriculture and Environment”, Faculty of Agriculture, University of Ruhuna, Sri Lanka, 27<sup>th</sup> November 2014. Pp. 427-430.
  37. Udugama, J. M. M., U. K. Jayasinghe-Mudalige, U. A. D. P. Gunawardena , R. P. L. C. Randeni , D. R. R. W. Dissanayake , T. P. S. R. Guruge , S. M. M. Ikram, R. S. S. Rathnayake and G. Gamage “Assessing the Preferences of Plant Breeders, Policy Planners and People in Adjacent Communities for Conservation and Management of Genetic Resources of Rice Wild Relatives of Sri Lanka”, Asia - Pacific Network for Global Change Research (APN) - “Networking & Poster Session” 2011, Taj Samudra Hotel, Colombo, 6<sup>th</sup> April 2011.
  38. Dissanayake, D.R.R.W., T.P.S.R. Guruge, J. M. M. Udugama, U. K. Jayasinghe- Mudalige, U. A. D. P. Gunawardena, R. P. L. C. Randeni, S. M. M. Ikram and R. S. S. Rathnayake, “Exploring the Role of Government Officials in the Puttalam District For Setting Priorities for Conservation of Wild Rice Relatives in Sri Lanka”, 15<sup>th</sup> International Forestry & Environment Symposium, University of Sri Jayewardenepura, Gangodawila, Nugegoda, 26 - 27 November 2010.
  39. Dissanayake, R., S. Guruge, J. M. M. Udugama, U. K. Jayasinghe-Mudalige, U. A. D. P. Gunawardena, R. P. L. C. Randeni and R. S. S. Rathnayake, “Economic Valuation of Conservation of Genetic Resources of Wild Rice Relatives: Assessing the Preferences of Adjacent Community for Conserving *Oryza granulata* in the Wavulpane Area”, 14<sup>th</sup> International Forestry & Environment Symposium, University of Sri Jayewardenepura, Gangodawila, Nugegoda, 18 – 19 December 2009
  40. Guruge, T. P. S. R., U. K. Jayasinghe-Mudalige and J. M. M. Udugama “Economic Valuation of Genetic Resources of Wild Rice Relatives: Assessing the Preferences of Breeders for Setting the Priorities in Conservation Programs”, In the Proceedings of the “9<sup>th</sup> Agricultural Research Symposium” (AGRES), Faculty of Agriculture & Plantation Management, Wayamba University of Sri Lanka, 11<sup>th</sup> – 12<sup>th</sup> August 2009. Pp. 17 – 21.

## References

### **Prof. Udith K. Jayasinghe-Mudalige**

Professor (Chair) – Dept. of Agribusiness Management

Wayamba University of Sri Lanka, Makandura, Gonawila (NWP), Sri Lanka, 60170

Mobile: +94 (71/77) 362 8911

Tel (Off): +94 31 229 9704, Tel (Res): +94 31 224 6195

E mail: [udith@hotmail.com](mailto:udith@hotmail.com), [udith@wyb.ac.lk](mailto:udith@wyb.ac.lk)