

## Department of Agricultural Economics and Business Management

Faculty of Agriculture  
University of Peradeniya  
Peradeniya  
Sri Lanka

Phone (Office) +94 81 2395509  
(Home) +94 81 2385858  
(Mob) +94 777 801710  
+94 717 801710  
Fax +94 81 2388041

E-mail sarathsk@pdn.ac.lk  
sarathsk@agri.pdn.ac.lk  
sarathabc@gmail.com

## Sarath S. Kodithuwakku

### PERSONAL INFORMATION

---

**Nationality** : Sri Lankan  
**Date of Birth** : 25<sup>th</sup> October 1960  
**Marital Status** : Married with two children

### HIGHER EDUCATION

---

**Ph.D. (*Entrepreneurship*)**, Department of Management & Organisation, School of Management, University of Stirling, Scotland, UK. 1997.

**Thesis Title:** "Entrepreneurial Processes in an Apparently Uniform Context: A Study of Rural Farmers in Sri Lanka".

**MBA (*Marketing*)**, School of Management, University of Stirling, Scotland, UK. 1993.

**Dissertation Title:** "A Market Assessment of the Ornamental Fish Trade between Sri Lanka and the United Kingdom".

**B.Sc. (*Agriculture – specialised in Agricultural Economics*)**, Second Class Upper Division, University of Peradeniya, Sri Lanka. 1990.

**Dissertation Title:** "An Economic Assessment of Recreational Value of the Peradeniya Botanical Garden".

### PROFESSIONAL AFFILIATIONS/ MEMBERSHIPS

---

**Member- International Council for Small Business-ICSB (4<sup>th</sup> August 2020 to date)**

**FIM (SL)** – Fellow (Life), Institute of Management of Sri Lanka (2004 to date).

**MIM (SL)** - Member, Institute of Management of Sri Lanka (1998 to 2003).

**MSLIM** – Ordinary Member (Life), Sri Lanka Institute of Marketing (From 28<sup>th</sup> February 2011 to date).

**MSLIM** – Ordinary Member, Sri Lanka Institute of Marketing (2000 to 27<sup>th</sup> February 2011).

**Honorary Member** - Rotary Club of Kandy, Sri Lanka (July 2004 to date).

**Life Member** - Sri Lanka Agricultural Economics Association (1998 to date).

**Member** - Sri Lanka Association of Agricultural Professionals (September 2008).

**Member** - National Agricultural Association of Sri Lanka (1999).

## EMPLOYMENT

---

**Senior Professor**- Department of Agricultural Economics & Business Management, University of Peradeniya (5<sup>th</sup> June 2017 to date).

**Professor**- Department of Agricultural Economics & Business Management, University of Peradeniya (5<sup>th</sup> June 2009 to date).

*Subjects taught:* Marketing Management, Entrepreneurship, Business Creation and Management, Organizational Behaviour and Analysis, Research Methods for Managers, and Agribusiness Management.

**Asst. Professor** - Sultan Qaboos University, Oman (10<sup>th</sup> September 2011 to 14<sup>th</sup> August 2016-On sabbatical leave from the University of Peradeniya).

*Subjects taught:* Management & Business Skills, Project Management, Agribusiness Entrepreneurship, Food Service Systems Operations Management.

**Senior Lecturer Grade I** - Department of Agricultural Economics & Business Management, Faculty of Agriculture, University of Peradeniya (25<sup>th</sup> November 2003 to 4<sup>th</sup> June 2009).

*Subjects taught:* Marketing Management, Entrepreneurship, Business Creation and Management, Research Methods for Managers and Agribusiness Management.

**Senior Lecturer Grade II** - Department of Agricultural Economics & Business Management, Faculty of Agriculture, University of Peradeniya (25<sup>th</sup> November 1997 to 24<sup>th</sup> November 2003).

*Subjects taught:* Marketing Management, Entrepreneurship, Business Creation and Management, Research Methods for Managers and Agribusiness Management.

**Lecturer** – Department of Agricultural Economics & Business Management, Faculty of Agriculture, University of Peradeniya (31<sup>st</sup> August 1992 to 23<sup>rd</sup> November 1997).

**Assistant Lecturer** - Department of Agricultural Economics and Extension, Faculty of Agriculture, University of Peradeniya (31<sup>st</sup> August 1991 to 30<sup>th</sup> August 1992).

**Assistant Lecturer** (Temporary)- Department of Agricultural Economics and Extension, Faculty of Agriculture, University of Peradeniya ( 15<sup>th</sup> March 1991 to 30<sup>th</sup> August 1991).

## UNIVERSITY ACADEMIC ADMINISTRATION

---

**Dean** - Faculty of Agriculture, University of Peradeniya (14<sup>th</sup> November 2021 to date).

**Chairman, Board of Study in Business Administration**- PGIA, University of Peradeniya (February 2019 to 15<sup>th</sup> January 2022)

**Chairman, Curriculum Development Committee** - Faculty of Agriculture, University of Peradeniya (January 2018 to January 2022).

**Head** - Department of Agricultural Economics & Business Management, Faculty of Agriculture, University of Peradeniya (9<sup>th</sup> February 2004 to 8<sup>th</sup> February 2010 and from 1<sup>st</sup> January 2017 to 13<sup>th</sup> November 2021).

**Member - Board of Management** - Postgraduate Institute of Agriculture, the University of Peradeniya (2000 to September 2011 & January 2017 to date).

**Member - College Board** - College of Agricultural and Marine Sciences, Sultan Qaboos University, Sultanate of Oman (3<sup>rd</sup> March 2015 to 15<sup>th</sup> August 2016).

**Coordinator - MBA Programme** - Offered by the Board of Study in Business Administration. PGIA, University of Peradeniya (September 2016 to date).

**Chairman** – Board of Study in Business Administration, PGIA, University of Peradeniya (October 2002 to September 2011).

**Acting Dean** - Faculty of Agriculture, University of Peradeniya (From 18<sup>th</sup> April.2005 to 13<sup>th</sup> May 2005, 16<sup>th</sup> February 2006, 01<sup>st</sup> October 2007 to 06<sup>th</sup> October 2007 & 03<sup>rd</sup> March 2008 to 10<sup>th</sup> March 2008).

**Director** – Agribusiness Centre, Faculty of Agriculture, University of Peradeniya (12<sup>th</sup> December 2000 to September 2011).

**Founder Coordinator** – MBA Programme, PGIA, University of Peradeniya (1998 to September 2011).

**Member** - Board of Study in Agricultural Economics, PGIA, and the University of Peradeniya (1998-2002, August 2008 to September 2011 and an as an invited member from September 2016 to December 2016).

## **POSITIONS HELD IN OTHER ORGANIZATIONS**

---

### **Current Positions:**

**Member-Board of Governance** - Hector Kobbakaduwa Agrarian Research and Training Institute (HARTI) (August 2022 to date)

**Member-Board of Governance** - Citizens for Accountable Governance Lanka (October 2019 to Date)

**President** – Institute of Management of Sri Lanka (13<sup>th</sup> December 2017 to date).

**Member** of the Board of Study, Sri Lanka Institute of Marketing (from 2002 to 9<sup>th</sup> September 2011 and 5<sup>th</sup> June 2017 to date).

### **Previously Held Positions:**

**Vice President** - Institute of Management of Sri Lanka (2003 to 13<sup>th</sup> December 2017).

**Member-Board of Directors** (representing the Embassy of Democratic Socialist Republic of Sri Lanka) , Sri Lankan School Muscat, Sultanate of Oman (14<sup>th</sup> January 2014 to 31<sup>st</sup> December, 2015).

**Member-Academic Advisory Council** - Sri Lankan School Muscat, Sultanate of Oman (6<sup>th</sup> October 2012 to 6<sup>th</sup> January 2014).

**Chairman** - Sri Lanka Institute of Tourism and Hotel Management (1<sup>st</sup> September 2009 to 5<sup>th</sup> December 2009).

**Member** - Blue Print Committee of the Sri Lanka Institute of Marketing (SLIM) for the first ever Sri Lankan Effies 2007 (September 2007- 2008).

**Chairman**- Sri Lanka Agribusiness Corporation (Horticultural Crops) (January and February 2007).

**Member** - Apex Planning Committee, University of Peradeniya (2006 to 2009).

**Treasurer** - Federation of Peradeniya University Teachers' Associations (FPUTA) (2005 -2006).

**Member** - Action Committee on Agriculture Plantation and Food Committee of the National Chamber of Commerce of Sri Lanka (NCCSL) (2004).

**Chairman** - Standing Committee Education, Institute of Management of Sri Lanka (2004 to date).

**Chairman** - Standing Committee Institution Development, Institute of Management of Sri Lanka (4<sup>th</sup> June 2002 to

2004).

**Member** - Advisory Committee of the Ministry of Central Regional Development (2002- 2003).

**Member** - Agriculture Sector Sub Committee of the Ministry of Policy Development and Implementation (8<sup>th</sup> August 2002 to 2003).

**Member** - Board of Study, Sri Lanka Institute of Marketing (2002 to date).

**Acting Chairman** - Industrial Development Authority of the Central Province (June-July 2002).

**Member** - Evaluation Panel of the Central Province Entrepreneur of the Year 2002 organized by the Chamber of Commerce and Industry of Central Province (2002).

**Member** - Editorial Board of the newsletter of Institute of Management of Sri Lanka (IMSL) (2001 to 2009).

**Secretary** - Agriculture Faculty Alumni Association (Jan 2001- February 2003).

**Treasurer** - Sri Lanka Agricultural Economics Association (2000-2003).

**Member** - Steering Committee of the National Management Conference (NMC) (2000 to date).

**Member** - National Issues Round Table and MFA on Tourism (14<sup>th</sup> September 2001-2002).

**Member** - Steering Committee for the Enterprise Development of the Central Province Enterprise Promotion Centre (December 1999 to September 2000).

## AWARDS RECEIVED

---

**Best Paper** award in Tract Entrepreneurship, Small Business and Innovation, at the 18<sup>th</sup> International Conference of Business Management-2021 (ICBM 2021) for the research paper de Alwis D.T., **Kodithuwakku S.S.** & Hemachandra S.D.S., (2021). Determinants of Translating Entrepreneurial Intention to Action: A Study of Undergraduate Students of the University of Peradeniya.

**Awarded the best diamond Jubilee theme/tag line, the University of Peradeniya, Sri Lanka** (“A diamond thus far and beyond”) on the occasion of celebrating the 75<sup>th</sup> birthday of the University of Peradeniya (6<sup>th</sup> July 2017).

**Best Paper Award** - At the Twentieth Annual Congress of the PGIA for the research paper, Sayandan, T., **S.S. Kodithuwakku**, and L.H.P. Gunaratne (2008). Influence of Marketing Mix in Prescribing Pharmaceutical Products by Ophthalmologists in Sri Lanka. *Tropical Agricultural Research*, Vol. 20, pp. 260-268.

**Best Paper in Tract** : Business Management & Extension - At the Twentieth Annual Congress of the Postgraduate Institute of Agriculture for the research paper, Sayandan, T., **S.S. Kodithuwakku**, and L.H.P. Gunaratne (2008). Influence of Marketing Mix in Prescribing Pharmaceutical Products by Ophthalmologists in Sri Lanka. *Tropical Agricultural Research*, Vol. 20, pp. 260-268.

**The Best Academic Research Paper** – At the Institute for Small Business & Entrepreneurship (isbe) award 2006 for the Best Academic Research Paper for the research paper, Rosa, P., **S. Kodithuwakku** and W. Balunywa (2006). Reassessing Necessity Entrepreneurship in Developing Countries. Proceedings of the 29<sup>th</sup> International Conference on Entrepreneurship From Local to Global Enterprise Creation and Development. Institute for Small Business & Entrepreneurship. Cardiff- Caerdydd, UK. 31 October – 2<sup>nd</sup> November 2006

**The Best Paper in Track S: Supporting Small Business Development Worldwide** – At Institute for Small Business & Entrepreneurship (isbe) award 2006 for the research paper, Rosa, P., **S. Kodithuwakku** and W. Balunywa (2006). Reassessing Necessity Entrepreneurship in Developing Countries. Proceedings of the 29<sup>th</sup> International Conference on Entrepreneurship From Local to Global Enterprise Creation and Development. Institute for Small Business & Entrepreneurship. Cardiff- Caerdydd, UK. 31<sup>st</sup> October – 2<sup>nd</sup> November 2006.

## ARTICLES IN REFEREED JOURNALS

---

Weerakoon C. and **Kodithuwakku, S.S** (2023). Configurations of Business Model Innovation: Unpacking the Practice Adopted by Firms in an Emerging Market Context. *Journal of Entrepreneurship*, Volume 32 Number 1 March 2023 issue (accepted for publication).

de Alwis, D.T., **Kodithuwakku, K.A.S.S.** and Hemachandra, D. (2022) Determinants of Translating Entrepreneurial Intention to Action: A Study of Undergraduate Students of the University of Peradeniya, Sri Lanka. *Vidyodaya Journal of Management* 8(2) (pp 83-112)

Abhayarathne, M. H. R., & **Kodithuwakku, K. A. S. S.**, (2018). Factors influencing entrepreneurial tendencies of undergraduates: a case study from the University of Peradeniya. *Sri Lankan Journal of Agricultural Sciences*, 55, 92-106.

Weerakoon, C; and **S. S. Kodithuwakku** (2018). Entrepreneurial Competencies and Entrepreneurial Orientation: Moderating Effects of Firm Age and Firm Size. *Journal of Asia Entrepreneurship and Sustainability*. Vol. 14, Issue 1, 75-100.

Gunawardena, L; Hemachandra, D; and **S.S. Kodithuwakku** (2018). Career Intention of Undergraduate Students: An Application of Theory of Planned Behavior. *IUP Journal of Entrepreneurship Development*, Vol. 15 Issue 1, p7-27. 21p.

Galappaththi, I.M; Galappaththi K.K., and **S.S. Kodithuwakku** (2017). Can start-up motives influence social-ecological resilience in community-based entrepreneurship setting? Case of coastal shrimp farmers in Sri Lanka *Marine Policy*. Vol.86,156-163.

**Kodithuwakku, S.S.**, Boughanmi, H., and Weerahewa, J. (2016) Food and Agricultural Trade in the GCC: An Opportunity for South Asia? *Review of Middle East Economics and Finance (RMEEF)*.

Galappaththi, K.K.; **Kodithuwakku, S.S.** and I.M. Galappaththi (2016). Can environment management integrate into supply chain management? Information sharing via shrimp aquaculture cooperatives in northwestern Sri Lanka. *Marine Policy*. Vol. 68, 187-194.

**Kodithuwakku, S.S.** and Weerahewa, J. (2014). Supermarkets and their Effects on Smallholder Vegetable Farmers in Sri Lanka: An Exploratory Case Study. *Journal of Agricultural Economics and Rural Development*. Vol. 2 (2):62-71.

Korale-Gedara, Pradeepa., Weerahewa, Jeevika., Pushpakumara, Gamini and **Sarath S. Kodithuwakku** (2013). Commercial Orientation and its Effects on Plant Diversity in Homegardens: An Empirical Investigation of Rural Households in Sri Lanka. *Sri Lankan Journal of Agricultural Economics*, Vol. 14, 15. pp. 17-42.

Weerahewa, Jeevika and **Sarath S. Kodithuwakku** (2011). "Effects and Implications of the Global Food and Financial Crises and Policy Responses: A Study on the Agricultural Sector in Sri Lanka" *South Asian Journal*. October-December, 2011. 79-107.

Weerahewa, Jeevika and **Sarath S. Kodithuwakku** (2011). "The Global Economic Crises and their Effects on Food and Nutrition Security in Sri Lanka" *Journal of International Agricultural Trade and Development (JIATD)*. Vol. 7(1): 1-23.

Young, James A., Little, David C., Watterson, Andrew, Murray, Francis, Boyd, Kathleen , Leschen, William and **Kodithuwakku, Sarath** (2010) 'Growing Green: The Emergent Role of Non-Tilapia Attributes In Marketing Tilapia', *Aquaculture Economics & Management*, Vol. 14: 1, 63 — 79.

Rishard, M.H.M. and **S.S. Kodithuwakku** (2008). An Assessment of Health Service Quality: A Case Study of a Teaching Hospital in Central Province of Sri Lanka. *Tropical Agricultural Research*. Vol. 20, pp. 251-259.

Sayandhan, T., **Kodithuwakku, S.S.** and L.H.P. Gunaratne (2008). Influence of Marketing Mix in Prescribing Pharmaceutical Products by Ophthalmologists in Sri Lanka. *Tropical Agricultural Research*. Vol. 20, pp. 260-268.

Abeyrathne, A.H.M.S.W.B., Jaenicke H. and **S.S. Kodithuwakku** (2008). Issues Pertaining to the Survival of Micro and Small Fruit Processing Enterprises with Special Reference to their Strategic Alliances: A Case Study in Kandy District, Sri Lanka. *Acta Horticulturae (ISHS)*. Vol. 794, pp.17-24.

Rosa, Peter J; **Kodithuwakku, Sarath**; and Balunywa, Waswa (2006). "Entrepreneurial Motivation in Developing Countries: What does "Necessity" and "Opportunity" Entrepreneurship Really Mean?" *Frontiers of Entrepreneurship Research*, Vol. 26: Iss. 20, pp.531-544, ISBN 0-910897-27-1.

Hemachandra, D. and **S.S. Kodithuwakku** (2006). Business Orientations among Poor Dry Zone Farmers in Sri Lanka. *Sri Lankan Journal of Agricultural Economics*. Vol. 8(1), pp. 31-49.

De Silva, L.R. and **K.A.S.S. Kodithuwakku** (2005). Pluriactivity and Socio-Economic Success of Rural Households. *Sri Lankan Journal of Agricultural Economics*. Vol. 7(1), pp. 85-108.

Karaluwinne, S.S.D.K. and **K.A.S.S. Kodithuwakku** (2005). Factors Affecting the Growth of Women-Owned "Traditionally Feminine Businesses". *Tropical Agricultural Research*. Vol.17, pp. 243-256.

Perera, M., **Kodithuwakku, S.S.** and J. Weerahewa (2004). Analysis of Vegetable Supply Chains of Supermarkets in Sri Lanka. *Sri Lankan Journal of Agricultural Economics*. Vol. 6(1), pp.67-81.

Satapornvanit, K., D.J. Baird., D.C. Little, K. Garry, G.K. Milwain, P.J.V. Brink, W.H.J. Beltman, A.J.A. Nogueira, M.A. Daam, I. Domingues, **S.S. Kodithuwakku**, M.W.P. Perera, A. Yakupitiyage, S.N. Sureshkumar and G.J. Taylo (2004). Risks of Pesticide Use in Aquatic Ecosystems Adjacent to Mixed Vegetable and Monocrop Fruit Growing Areas in Thailand. *Australian Journal of Ecotoxicology Risk Assessment of Pesticides in Tropics*, Vol. 10, pp.85-95.

Nawaratne, Y.B., **Kodithuwakku, K.A.S.S.**, Abeywickrema, S.P.A. and J.W. Gowing (2002). A Market Assessment of the Inland Fisheries in Mahaweli System H, Sri Lanka. *Tropical Agricultural Research*. Vol.14, pp. 304-316.

Nawaratne, Y.B., **Kodithuwakku, K.A.S.S.**, Murray, F. and D.C. Little (2002). Entrepreneurial Strategies and Socio-Economic Success: A Case Study of Rural Inland Fishermen in the Dry Zone of Sri Lanka. *Tropical Agricultural Research*. Vol. 14, pp. 327-320.

**Kodithuwakku, S.S.** and P. Rosa (2002). The Entrepreneurial Success in a Constrained Environment. *Journal of Business Venturing* (Special Issue on Qualitative Research in Entrepreneurship), Vol. 17(5), pp 431-465.

Abeyrathne, A.H.M.S.W.B., **Kodithuwakku, S.S.** and L.H.P. Gunaratne (2002). Service Quality and its Impact on the Farmer Productivity in the Other Export Crop Sector: Case Study of Ukuwela Agrarian Service Division. *Sri Lankan Journal of Agricultural Economics*. Vol. 4(1), pp. 151-166.

De Silva, D.A.M. and **K.A.S.S. Kodithuwakku** (2001). Small Business Operators, Do they Plan? A Study of Selected Small-Scale Businesses in Nuwara-Eliya District. *Tropical Agricultural Research*. Vol. 13, pp. 301-307.

Senaratne, D.M.A.H., Abeygunawardane P. and **K.A.S.S. Kodithuwakku** (1993). Factors Influencing the Appreciation of Benefits Provided by Peradeniya Botanical Gardens: Willingness to Pay Approach. *Tropical Agricultural Research*. Vol.5, pp.159-167.

**Kodithuwakku, K.A.S.S.** and P. Abeygunawardane (1992). An Economic Assessment of the Recreational Benefits of the Peradeniya Botanical Gardens. *Sri Lankan Journal of Agricultural Sciences*. Vol. 29, pp. 86-97.

## BOOKS & BOOK CHAPTERS

---

**Kodithuwakku S.S** (2022). Qualitative Methods for Policy Analysis: Case Study Research Strategy. In Weerahewa, J and Jcque, A (eds). *Agricultural Policy Analysis: Concepts and Tools for Emmerging Economies*. Springer, Singapore. <https://doi.org/10.1007/978-981-16-3284-6>

**Kodithuwakku S.S.**, Weerakoon C. (2020) Embracing Entrepreneurship in Sri Lankan Agribusiness Research: A Review

and a Research Agenda. In: De Silva R.P., Pushpakumara G., Prasada P., Weerahewa J. (eds) *Agricultural Research for Sustainable Food Systems in Sri Lanka*. Springer, Singapore. [https://doi.org/10.1007/978-981-15-3673-1\\_21](https://doi.org/10.1007/978-981-15-3673-1_21)

Jeevika Weerahewa, **Sarath S. Kodithuwakku** and Rifana Buhary (2014). An Analysis of Export Performance of Manufacturing and Service Sector Enterprises in Sri Lanka. In *Trade Performance and Competitiveness: Selected Issues Relevant for Asian Developing Economies: A study by the Asia-Pacific Research and Training Network on Trade*. UNESCAP. pp. 131-145.

De Silva, L.R. and **Kodithuwakku, K.A.S.S.** (2011) 'Pluriactivity, Entrepreneurship and Socioeconomic Success of Farming Households'. in Gry Alsos, Sara Carter, Elisabet Ljunggren and Friederike Welter. *The Handbook of Research on Entrepreneurship in Agriculture and Rural Development*, Edward Elgar Publishing, UK. pp 38-53.

Weerahewa, J., **Kodithuwakku, S.S.** and Ariyawardana, A., (2010). The Fertilizer Subsidy Program in Sri Lanka. *Food policy for Developing Countries: Case Studies*, ed. P. Pinststrup-Andersen and F. Cheng. Ithaca: Cornell University. Retrieved August, 26, p.2014. URL: <http://cip.cornell.edu/dns.gfs/1289505412>.

Weerahewa, J., **Kodithuwakku, S.S.** and D. Udayanganie (2007). Agricultural Diversification in Sri Lanka. In *Agricultural Diversification and Smallholders in South Asia*. Joshi, P.K., Gulati, A. and R. Cummings Jr. (Eds.). Academic Foundation, New Delhi, India. ISBN 10: 81 7188 551 9, ISBN 13: 978 81 7188 551 9.

**Kodithuwakku, S.S.**, Little, D.C., Siriwardana, P.P.G.S.N., Sureshkumar, N., Taylor, G., Milwain, G., Senevirathne, A.P.W., Perera, M.W.P., Baird, D., Brink, P. J. V., Beltman, W.H.J., Brock, T.C.M., Nogueira, A.J.A. and A. Soares (2004). *State of the System Report: Sri Lanka – Managing Agrochemicals in Multi-use Aquatic Systems (MAMAS)*. ISBN 955 585 075 7.

Murray, F., Little, D.C., Haylor, G., Felsing, M.J., Gowing, J. and **S.S. Kodithuwakku** (2002). A Framework for Research into the Potential for Integration of Fish Production in Irrigation Systems. In *Rural Aquaculture*, Edwards, P., Little, D.C. and Demaine, H. (Eds.). CABI Publishing, Wallingford, UK. ISBN: 0 85199 565 9.

**Kodithuwakku, S.S.** (2002). Entrepreneurship and Socio-Economic Success of Rural Farmers. In *Essays in Development Issues. Felicitation Volume in Honour of Prof. T. Jogaratnam*. Sanderatne, N. and Gunatilake, H.M. (Eds.). Sri Lankan Agricultural Economics Association. ISBN: 955 589 052 8.

Murray, F.J., **Kodithuwakku S.** and D C. Little (2000). Fisheries Marketing Systems in Sri Lanka and Relevance to Local Reservoir Fishery Development. *Proceedings of the International Conference on Reservoir and Culture-Based Fisheries: Biology & Management, Bangkok, Thailand. Australian Centre for International Agricultural Research (ACIAR) Proceedings*. Vol. 98, pp. 287-308.

Silva, K.T., De Silva, S.B.D., **Kodithuwakku, S.S.**, Razak, M.G.M., Ananda, J., Gunawardena, I.M. and L. Dorothy (1999). No Future in Farming? The Potential Impact of Commercialization of Non-Plantation Agriculture on Rural Poverty in Sri Lanka. Centre for Inter-sectoral Community Health Studies, (CICHS)/GTZ, Kandy, Sri Lanka, ISBN 995 8254 00 2.

Scott, M.G., Fadahunsi, A. and **S. Kodithuwakku** (1997). Tackling Adversity with Diversity. In *Mastering Enterprise: Your Single Source Guide to Becoming an Entrepreneur*. Birley, S. and Muzyka, D.F. (Eds.). Pitman Publishing. London, (ISBN: 0 273 63031 8). Subsequently published in *Mastering Entrepreneurship: The Complete MBA Companion in Entrepreneurship* (2000). Birley, S. and Muzyka, D.F. (Eds.). ISBN: 0 273 64928 0.

**Kodithuwakku, S.** (1996). Demonstration Case Study: Indigenous Entrepreneurship in Sri Lankan Rice Farmers. In *Educating Entrepreneurs in Modernizing Economies*. Rosa, P, Scott, M.G. and H. Klandt (Eds.), Stirling Management Series. Avebury: Hants. ISBN: 1 85972 184 2.

## ARTICLES IN NON-REFEREED JOURNAL/WORKING PAPAERS

---

Abhayarathne, R., and Kodithuwakku, S.S. (2018). Are Universities Getting in the Way of Entrepreneurship? News From the Asian Association of Management Organizations Region. Volume 3 Issue 3, July-September, 2018.

Balasuriya, V.P., and **Kodithuwakku, S.S.** (2010). The Nature and Its Impact of Decisive Experience of the Women Business Operators Towards Small Business Development and Entrepreneurial Growth. *Sanwardana*. Vol-02-No.2 December 2009 & Vol. 03. No. 01 June 2010.

De Silva, L.R. and **Kodithuwakku, S.S.**, 2010. Pluriactivity, Entrepreneurship and Socio-economic success of Rural Households.

**Kodithuwakku, S.S.**, Hemachandra D. and K.G.P. Malkanthi (2008). Is Fresh Milk a Viable Alternative to Powdered Milk? A Study of Consumer Responses to Recent Price Escalation of Powdered Milk. *Economic Review, People's Bank Publications, Sri Lanka*. Issue: Aug./Sep., pp.16-18.

**Kodithuwakku, S.**, & Perera, S. (2003). Women entrepreneurship development in Sri Lanka: Aiming for business success. International Labor Organization. 43-44.

## FULL PAPERS IN EDITED CONFERENCE PROCEEDINGS/ OTHER JOURNALS

---

Ratnayake H. N. & **Kodithuwakku S. S.**, (2022). Examining Factors Influencing the Behavioural Intention of Using Mobile Banking: A Structural Equation Modelling Approach, In; Processings of the 19th International Conference on Business Management Faculty of Management Studies and Commerce, The University of Sri Jayewardenepura, 8-9 December 2022.

Wijerathna I.D.C. & **Kodithuwakku S.S.**, (2021). Entrepreneurial Decision-Making Approaches of Award-Winning Women Business Operators in Kandy District of Sri Lanka. In: Proceedings of the 18<sup>th</sup> International Conference on Business Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 9<sup>th</sup> December 2021.

Gunawardena, S., Hemachandra, D & **Kodithuwakku, K.A.S.S** (2021). Perceived Causes and Effects of Project Delays: A Study of Government Building Construction Projects in Central Province of Sri Lanka. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. The University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December 2021).

Mimasha J.P.S., **Kodithuwakku S.S.** & Jayaweera V.W., (2021). A Quantitative and Qualitative Inquiry into Family Business Succession Planning. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. The University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December 2021).

de Alwis D.T., **Kodithuwakku S.S.** & Hemachandra S.D.S., (2021). Determinants of Translating Entrepreneurial Intention to Action: A Study of Undergraduate Students of the University of Peradeniya. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. The University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December 2021).

Tennakoon T.M.G.H.B., **Kodithuwakku S.S.**, Abhayarathne M.H.R. & Hemachandra S.D.S., (2021). An Assessment of Brand Equity and its effect on Intention of Advanced Level Students to Enroll in Medicine, Agriculture and Biological Science Degree Programmes Offered by State Universities. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December, 2021).

Ranaweera K.K.D.P. **Kodithuwakku, S.S.** & Jayaweera V.W., (2021). Determinants of Investment Diversification Intentions by Young Adults: A Study of Recent Graduates. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December, 2021).

Ranasinghe H.A.P.B., **Kodithuwakku K.A.S.S.**, Hemachandra S.D.S., Jayathunga M.P. & Abhayarathne M. H. R., (2021). A Study of Effectiveness of Radio Marketing. 18<sup>th</sup> International Conference on Business Management (ICBM). Faculty of Management Studies and Commerce. University of Sri Jayewardenepura. Sri Lanka. (Accepted to the conference to be held on 09<sup>th</sup> December, 2021).



Bandara, K. B. T.U.K., **Kodithuwakku, K.A. S. S.**, & Jayaweera, V.W. (2019). A Study of Entrepreneurial Marketing of Small and Medium Scale Enterprises in a Selected Divisional Secretariat Division of Sri Lanka. *Proceedings of the 03rd International Conference on Economics & Development 2019*, Vol 3 , pp:25-46.

**Kodithuwakku, S .S.**, Rosa, P., Little, D., & Young, J. (2018). *The Role of Necessity, Opportunity, Resources and a Rural Lifestyle Commitment in the Entrepreneurial Diversification of Scottish Farmers*. Paper Presented at the the 3rd International Symposium on Public Service (Public Service, Reform and Innovation), School of Public Affairs, Zhejiang University, China, 8<sup>th</sup> December 2018.

Abhayarathne, M. H. R., & **Kodithuwakku, S. S.** (2018). A Study of Enterprising Tendencies of Undergraduates of Different Fields of Study. *Proceedings of the 13th European Conference on Innovation and Entrepreneurship*, (pp. 15-24). University of Aveiro, Portugal. 21-22 September.

Boughanmi, H., **Kodithuwakku, S.S.**, & Weerahewa, J. (2014). *Food and agricultural trade in the GCC: an opportunity for South Asia? In: Proceedings of the Asia-Pacific Trade Economists' Conference: "Trade in the Asian Century - Delivering on the Promise of Economic Prosperity*, Bangkok, Thailand. 22-23 September.

Kasun Dissanayake, **Sarath Kodithuwakku** and Achira Karunarathne (2013) "Information Technology and Its Effects on Banking Services: A Study Done in Kandy City Limit, Sri Lanka". *Proceedings of the 2<sup>nd</sup> International Economics*.

Weerahewa, Jeevika, **Sarath S. Kodithuwakku** and Rifana Buhary (2012). Agricultural Export Diversification in Sri Lanka: An Analysis of Intensive and Extensive Margins during 2000-2010. Paper presented and published in the proceedings of the 1<sup>st</sup> International Economic Research Conference of the Sri Lanka Forum of University Economists held in Colombo, pp. 117-120. November 29-30, 2012.

Weerahewa, Jeevika, **Sarath S. Kodithuwakku** and Rifana Buhary (2012). An Analysis of Export Performance of Enterprises in Sri Lanka. Paper presented and published in the proceedings of the ARTNeT conference on Empirical and Policy Issues of Integration in the Asia and the Pacific held in Colombo, November 1-2, 2012.

Dissanayake, C.K and **S.S. Kodithuwakku** (2011). Family Member Contribution on the Success of Small Family Businesses: A Case Study on Brassware Businesses in Kandy. *Proceedings of the Eight International Conference on Business Management*.

Weerasooriya S.A, Weerahewa J. and **Kodithuwakku K.A.S.S** (2010). Global Food Crisis and the Sri Lankan Economy: An Analysis of Price Transmission and Food Consumption Patterns During 2005-2009, Paper presented at the International Conference on Food Security in the Arab Countries: New Challenges and Opportunities in the context of Price Volatility, held in Muscat, Sultanate of Oman, March 2-4, 2010.

Amarasekara, Madhushani., Jeevika Weerahewa and. **Sarath S. Kodithuwakku** (2009). Perception of Food and Agricultural Exporters in Sri Lanka on Trade Facilitation. Paper presented at the ASIA-PACIFIC TRADE ECONOMISTS' CONFERENCE: Trade-Led Growth in Times of Crisis, 2-3 November 2009.

Conference paper available at the ARTNeT website:

<http://www.unescap.org/tid/artnet/mtg/Madhushanie%20Amarasekara.pdf>.

Fernando, P.S.P., Hemachandra, D. and **S.S. Kodithuwakku** (2008). Consumer Perception of Social Responsibility in Television Advertising: An Exploratory Study. *Proceedings of the International Research Conference on Management & Finance, University of Colombo*. pp. 227-243.

**Kodithuwakku, S.S.** and J. Weerahewa (2008). Supply Chains of Supermarkets and their Impact on Vegetable Farmers in Sri Lanka: An Exploratory Case Study. *Proceedings of the First Annual Conference of The Indian Society of Agribusiness Management on Emerging Trends in Agribusiness Management, Bangalore, India*.

Rosa, P., **S. Kodithuwakku** and W. Balunywa (2006). Reassessing Necessity Entrepreneurship in Developing Countries. *Proceedings of the 29<sup>th</sup> International Conference on Entrepreneurship From Local to Global Enterprise Creation and Development. Institute for Small Business & Entrepreneurship. Cardiff- Caerdydd, UK*. pp.1-13.

Rosa, P., **Kodithuwakku S.** and W. Balunywa (2006). Entrepreneurial Motivation in Developing Countries: What Does "Necessity" and "Opportunity" Entrepreneurship Really Mean? Zacharakis, A. et al. (Eds.). *Frontiers of Entrepreneurship Research, Boston: Babson College.* pp.531-544.

Udayangani, A.D.D., Prasada, D.V.P., **Kodithuwakku, K.A.S.S.**, Weerahewa J. and D.C. Little (2006). Efficiency of the Agrochemical Input Usage in the Paddy Farming Systems in the Dry Zone of Sri Lanka. *Proceedings of the Canadian Agricultural Economics Society Annual Meetings, Montreal, Quebec.* pp.1-21. [http://agecon.lib.umn.edu/cgi-bin/pdf\\_view.pl?paperid=21025&ftype=.pdf](http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=21025&ftype=.pdf)

Perera, M., **Kodithuwakku, S.S.** and J. Weerahewa (2005). Impact of the Vegetable Supply Chains of Supermarkets on the Rural Vegetable Farmer in Sri Lanka. *Proceedings of the South Asia Regional Conference on Globalization of Agriculture in South Asia: Has it Made A Difference in The Rural Livelihoods? Hyderabad, India.* pp.141-154.

Rosa, P., Jayatilake W. and **S. Kodithuwakku** (1997). The Potential Supply of University Educated Agribusiness Entrepreneurs: A Sri Lankan Perspective. *Proceedings of the 42<sup>nd</sup> World Conference: Entrepreneurship The Engine of Global Economic Development, International Council for Small Business Research, San Francisco, USA.*

**Kodithuwakku, S.** and M. R. Dibben (1996). Addition as 'Critique: Some Thoughts on Boisot and Griffiths' "Time to Market versus Time to Think". *Proceedings of the 6<sup>th</sup> Global Entrepreneurship Conference, Imperial College, London.*

**Kodithuwakku, S.S.** and M.G. Scott (1996). Entrepreneurial Diversity in an Apparently Uniform Context. *Proceedings of the 6<sup>th</sup> Global Entrepreneurship Conference. Imperial College, London.*

Abeygunawardane, P. and **K.A.S.S. Kodithuwakku** (1992). Economics of Recreational Value of Royal Botanic Gardens. In Multi-purpose Tree Species in Sri Lanka, Research and Development. Gunasena, H.P.M. (Ed.). *Proceedings of the Third Regional Conference on Multi-purpose Trees, Kandy, Sri Lanka, Winrock International, F/FRED, Bangkok.* pp.184-195.

## ABSTRACTS IN EDITED CONFERENCE PROCEEDINGS

---

Wickramapathirana, H, G and **Kodithuwakku, S.S** (2021). Opportunity Recognition of Micro-Women Entrepreneurs: Investigating the linkage between Ethnicity and Opportunity Recognition. In Proceedings of the Peradeniya University International Management Research "Value Creation in Crises (. Volume 2, 2021). 26<sup>th</sup> November 2021.

Mimasha J.P.S., **Kodithuwakku K.A.S.S.** & Jayaweera V.W., (2021). Family Business Succession Planning and its Determinants. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

de Alwis D.T., **Kodithuwakku K.A.S.S.** & Hemachandra S.D.S., (2021). Determinants of Translating Entrepreneurial Intention to Action: A Study of Final Year Undergraduate Students of the University of Peradeniya. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

Tennakoon T.M.G.H.B., **Kodithuwakku K.A.S.S.** & Abhayarathne M.H.R., (2021) . Assessment of Brand Equity of Different Degree Programmes in Sri Lanka: with Special Reference to Medicine, Agriculture and Biological Science. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

Ranaweera K.K.D.P., **Kodithuwakku K.A.S.S.** & Jayaweera V.W., (2021). Factors Affecting Investment Diversification Intentions of Young Adults: A Study of Recent Graduates of University of Peradeniya. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

Ranasinghe H.A.P.B., **Kodithuwakku K.A.S.S.**, Hemachandra S.D.S. & Jayathunga M.P., (2021). A Comparative Study on the Effectiveness of Radio Marketing in Sri Lanka. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

Wijethunga H.K.T.M., **Kodithuwakku K.A.S.S.** & Abhayarathna M.H.R., (2021). Effect of Entrepreneurial Orientation on the Level of Success of Digital Entrepreneurs in Sri Lanka. Abstract. In: Proceedings of the seventh Faculty of Agriculture undergraduate Research Symposium, University of Peradeniya, 13<sup>th</sup> August 2021.

Fernando, W.A.M., Weerasooriya, S.A., **Kodithuwakku, S.S.** (2020). Effect of Emotional Intelligence on Job Satisfaction: A Case Study From a Leading Call Centre in Sri Lanka Proceedings of 32<sup>nd</sup> Annual Congress of the PGIA, University of Peradeniya, 19-20<sup>th</sup> November, 2020.

"Dharmasiri, E.P.I.P., **Kodithuwakku, K.A.S.S.** & Jayaweera, V.W. (2020). Decision-making Logics of SMEs in Kurunegala District of Sri Lanka: A Study in the Contexts of Causation, Effectuation and Bricolage. Abstract. In: Proceedings of the fourth International Virtual Conference on Economics and Development, 03<sup>rd</sup> and 04<sup>th</sup> December 2020."

"Shafna, A.M., **Kodithuwakku, K.A.S.S.** & Kumar, S. (2020). Social Entrepreneurial Orientation of Non-Governmental Nonprofit Organizations: A Study in Ampara District of Sri Lanka. Abstract. In: Proceedings of the fourth International Virtual Conference on Economics and Development, 03<sup>rd</sup> and 04<sup>th</sup> December 2020."

"Yogarajah, C., **Kodithuwakku, K.A.S.S.**, & Korale-Gedara, P.M. (2020). Social Networking Behaviour of Small and Medium Scale Business Operators: A Comparative Study of Different Ethnic Groups in Wellawatte, Colombo, Sri Lanka. Abstract. In: Proceedings of the fourth International Virtual Conference on Economics and Development, 03<sup>rd</sup> and 04<sup>th</sup> December 2020."

Yogarajah, C., **Kodithuwakku, K.A.S.S.**, & Korale-Gedara, P.M., (2019). Social Networking Behaviour of Small and Medium Scale Business Operators belong to different Ethnic Groups: A Study in Wellawatte, Colombo, Sri Lanka. Abstract. In: Proceedings of the sixth Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16th July 2020.

Dharmasiri, E. P. I. P., **Kodithuwakku, K. A. S. S.** & Jayaweera, V. W. (2019). A Study of Decision-making Logics of SMEs in Kurunegala District of Sri Lanka. Abstract. In: Proceedings of the sixth Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16th July 2020.

Shafna, A.M., **Kodithuwakku, K.A.S.S.** & Kumar, S.(2019). *Social Entrepreneurial Orientation of Non-Governmental Nonprofit Organizations: A Study in Ampara District of Sri Lanka*. Abstract. In: Proceedings of the sixth Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16th July 2020.

Kotagama, H., Boughanmi, H., **Kodithuwakku, S.**, Jayaweera, V.W. (2019). An Empirical Measure of Entrepreneurial Management of Small and Medium Businesses in Oman and Test of Convergent Validity. Thirteenth Annual Research Forum. *Sri Lanka Agricultural Economics Association*. 6.

Abhayarathne, M.H.R., & **Kodithuwakku, K.A. S. S.** (2019). Factors Affecting Enterprising Tendencies of Undergraduates: A Case of University of Peradeniya. In *Proceedings of the Peradeniya University International Research Sessions (iPURSE)-2019*, University of Peradeniya, Sri Lanka (Vol. 22 . p.87).

Kahathuduwa, K.K.P.N., **Kodithuwakku, K.A. S. S.** & Jayaweera, V.W. (2019). A Study of Startup Motives and Entrepreneurship Tendency among Small Business Operators. In *Proceedings of the Peradeniya University International Research Sessions (iPURSE)-2019*, University of Peradeniya, Sri Lanka (Vol. 22 . p.84

Bandara, K. B. T.U.K., **Kodithuwakku, K.A. S. S.**, & Jayaweera, V.W. (2019). A Study of Entrepreneurial Marketing of Small and Medium Scale Enterprises in a Selected Divisional Secretariat Division of Sri Lanka. *Book of Abstracts The 03rd International Conference on Economics & Development 2019*. (pp. 20) Bangkok, Thailand. 13-14 June

Udani K., & **Kodithuwakku, K. A. S. S.** (2018). Gender and Social Networking Behavior of Small and Medium Entrepreneurs in Sri Lanka. *Book of Abstracts South Asia Conference on Multidisciplinary Research 2018*. (pp. 31). Colombo, 5-6 October.

Abhayarathne, M. H. R., & **Kodithuwakku, K.A. S. S.** (2018). A Study of Entrepreneurial Tendencies of Undergraduates. *Book of Abstracts South Asia Conference on Multidisciplinary Research 2018*. (pp. 28) Colombo. 5-6 October.

Weerakoon, C. and **Kodithuwakku, S.S.**, (2018). Entrepreneurial Competencies and Entrepreneurial Orientation: Moderating Effects of Firm Age and Firm Size. Proceedings of the International Conference on Information Systems and Management Science (ISMS 2018) (ISBN: 978-1-5108-5880-0.). International Association of Academicians Connecting Scholars, Scientists and Engineers (IAASSE). Misida, Malta, 22 – 23 February.

Abhayarathne, M. H. R. and **Kodithuwakku, K.A.S.S.**, (2017). *A Study of Entrepreneurial Tendencies of Undergraduates: A Comparison of Different Fields of Study in the University of Peradeniya*. Abstract. In: Proceedings of the fourth Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 12<sup>th</sup> January 2018.

Udani, K., and **Kodithuwakku, K.A.S.S.**, (2017). *A Study of Social Networking Behaviours of Male and Female Small and Medium Enterprise Operators in Rathnapura Divisional Secretariat*. Abstract. In: Proceedings of the fourth Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 12<sup>th</sup> January 2018.

Gunawardana K. L. N., Hemachandra S. D. S. and **Kodithuwakku, K.A.S.S.**, (2016). *Career Aspiration of Agricultural Undergraduates; An Application of the Theory of Planned Behaviour*. Abstract. In: Proceedings of the third Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16<sup>th</sup> December.

Gunasekara A. U. and **Kodithuwakku, K.A.S.S.**, (2016). *Milk Powder Purchasing Behaviour of Supermarket Consumer in the Kandy City Limits*. Abstract. In: Proceedings of the third Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16<sup>th</sup> December.

Pathiraja N.N. and **Kodithuwakku, K.A.S.S.**, (2016). *Stakeholder Perception on Factors Affecting the Achievement of Key Performance Indicators of a Public, Private People Partnership Programme in the Dairy Sector of Sri Lanka*. Abstract. In: Proceedings of the third Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 16<sup>th</sup> December.

C Weerakoon and **Kodithuwakku S.S.** (2016). Intellectual Communities in Entrepreneurial Ecosystem Research: A citation analysis. Small Enterprise Association of Australia and New Zealand Conference (SEAAANZ Conference), At Melbourne, Australia. 10-12 August.

Wanninayake, P.N., **Kodithuwakku, K.A.S.S.**, & Rathnasekare, H. (2015). Startup Motives and Business Growth of Micro, Small and Medium Enterprises: A Case Study in Eppawala Town, Anuradhapura District. Ninth Annual Research Forum, Sri Lanka Agricultural Economics Association. Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka. 27<sup>th</sup> November.

Jayaweera, V. W., **Kodithuwakku, K. A. S. S.**, Kobayashi, T., & Weerahewa, J. (2014). *Market orientation of small and medium scale rural farmers in Saga Prefecture, Japan*. Abstract. In: Proceedings of the 1<sup>st</sup> Faculty of Agriculture Undergraduate Research Symposium, Faculty of Agriculture, University of Peradeniya, Peradeniya, Sri Lanka, 23 December.

**Kodithuwakku, S.**; Boughanmi, H.; & Weerahewa, J. (2014). An assessment of trade potential between GCC and South Asia: Findings from a gravity model. *Business & Management Review (Conference Proceedings)*; Nov 2014, Vol. 5 Issue 3, p125.

Balasuriya, Vajira., **Sarath Kodithuwakku** and Jeevika Weerahewa (2014). An Assessment of the Potential of Supermarkets as a Means of Channeling Premium Quality Dried Fish. Abstract published in the Proceedings of Eighth Annual Research Forum of the Sri Lankan Agricultural Economics Association held at the HARTI, Colombo, December 12-13.

Pahan Prasada, **Sarath Kodithuwakku**, Senel Weerasooriya and Madushani Amerasekara (2010). An Evaluation of Development Interventions from a Beneficiary Perspective: A Case Study of Post Conflict Recovery Process in Northern Sri Lanka. *Abstracts for the Fourth Annual Research Forum of the Sri Lankan Agricultural Economics Association, Postgraduate Institute of Agriculture, University of Peradeniya*. p. 05.

**Sarath S Kodithuwakku**, Dilini Hemachandra (2010). Women Entrepreneurs in Micro and Small Businesses: What Differentiate Them from the Rest of the Women Business Operators? *Sri Lankan Journal of Humanities and Social Sciences* Vol.1(2) Oct 2009.

**Sarath S Kodithuwakku**, TMPIM Tennakoon (2010). An Assessment of Service Quality and Customers' Willingness to Pay for an Improved Service Delivery: A Study of Divisional Secretariats in the Central Province of Sri Lanka. *Sri Lankan Journal of Humanities and Social Sciences* Vol.1(1) July 2009.

Rajmohan, K., Weerahewa, J., **Kodithuwakku, S.S.** and P. Silva (2008). Milk Supply Response in Sri Lanka. *Abstracts of the Second Annual Research Forum of the Sri Lankan Agricultural Economics Association, Postgraduate Institute of Agriculture, University of Peradeniya.* p. 29.

Hemachandra, D. and **S.S. Kodithuwakku** (2008). Business Orientations among Poorer Dry Zone Farmers in Sri Lanka. *Abstracts of the International Conference on Social-sciences Sri Lanka (ICSSL): Theory and Practice of Social Sciences for Human Wellbeing in South Asia, University of Kelaniya.* p.2.

Hemachandra, D., Arumabaduge, H.S. and **S.S. Kodithuwakku** (2008). Rewarding Entrepreneurs: To which Extent the Recipients Match the Entrepreneurial Profile. *Abstracts of the International Conference on Social-sciences Sri Lanka (ICSSL): Theory and Practice of Social Sciences for Human Wellbeing in South Asia, University of Kelaniya.* p. 225.

Malkanathi, K.G.P and **S.S. Kodithuwakku** (2008). A Survey Based Method of Measuring Brand Equity: Exploratory Study. *Abstracts of the International Conference on Social-sciences Sri Lanka (ICSSL): Theory and Practice of Social Sciences for Human Wellbeing in South Asia, University of Kelaniya.* p. 46.

Hemachandra, S.D.S. and **K.A.S.S. Kodithuwakku** (2007). Factors Influencing the Student Decision Making in Relation to University Admission. *Abstracts of the Peradeniya University Research Sessions.* Vol. 12(1), p.24-26.

Rosa, P., **Kodithuwakku, S.S.**, Young J.A. and D.C. Little (2007). Opportunity, Necessity and Entrepreneurial Success: A Farming Perspective. *Regional Frontiers of Entrepreneurship Research.* p.130-131.

Walisinghe, B.R., **Kodithuwakku, S.S.** and D.C. Little (2007). An Evaluation of Participatory Approach as a Reliable Measure in Determining the Wellbeing of People: The Case of Participatory Community Appraisal (PCA). *Abstracts of the First Annual Research Forum of Sri Lanka Agricultural Economics Association. University of Peradeniya.* p.23.

De Silva, R. and **S.S. Kodithuwakku** (2005). Pluriactivity and Socio Economic Success of Rural Households. *Abstracts of the 10<sup>th</sup> International Conference of Sri Lankan Studies. University of Kelaniya, Sri Lanka.* p.47.

Jayathunga, P., Perera, M., **Kodithuwakku S.S.** and J. Weerahewa (2005). Impact of the Procurement System of Supermarkets on the Rural Vegetable Farmers in Sri Lanka. *Abstracts of the 10<sup>th</sup> International Conference of Sri Lankan Studies. University of Kelaniya, Sri Lanka.* p.130.

Walisinghe, R. and **S.S. Kodithuwakku** (2005). A Comparison of Participatory Approach and Monetary Approach in Determining the Wellbeing of Rural Households. *Abstracts of the Dissemination Seminar of Globalization and Distribution Research Project Funded by IDRC Canada and Organized by The Agribusiness Centre, University of Peradeniya and Sri Lanka Agricultural Economics Association.* p.1.

Milwan, G.K., Abeyrathne, A.H.M.S.W.B., Brird, D.J., **Kodithuwakku, S.S.**, Little, D.C., Perera, M.W.P., Satapornvanit, K. and A. Yakupityage. (2004). Pesticide Market Analysis in Human Health and Environmental Pesticide Risk Assessment, Thailand and Sri Lanka. *Abstracts of 4<sup>th</sup> SETAC World Congress and 25<sup>th</sup> Annual Meeting in North America, Oregon Convention Center.* p. 471

Little, D., Murray, F. and **S. Kodithuwakku** (2000). Understanding Demand - How the Poor Benefit from Tilapia Production in the North-West Dry Zone of Sri Lanka. *E-Conference Proceedings: Aquatic Resources Management for Sustainable Livelihoods of Poor People (DFID/ICLARM).* pp.100-102.

## ABSTRACTS IN EDITED CONFERENCE PROCEEDINGS - MULTI-DISCIPLINARY RESEARCH

---

Perera, M.P., Soares, A.M.V.M., Little, D.C., **Kodithuwakku, S.S.**, Sureshkumar, N., Brink, P.J.V., Wickramaarachchi, W.D.N., Kumara, M.M.S.P., Herath J.H.A. and S. Weerasekara (2005). Comparison of Approaches Involved in Pesticide Risk Assessment, Pesticide Residue Analysis, In-situ Bioassay to Assist Model Prediction – Sri Lanka. Abstracts of SETAC Europe 15<sup>th</sup> Annual Meeting – Brussels (Belgium): SETAC Europe. p. 252.

Perera, M.W.P., Soares, A.M.V.M., Little, D.C., **Kodithuwakku, S.S.**, Sureshkumar, N., Brink, P.J.V., Yakupitiyage, A., Satapornvanit, K., Wickramaarachchi, W.D.N. and M.M.S.P. Kumara (2004). An Approach to Assess the Effects of Pesticide on Multi-use Aquatic Systems in Sri Lanka. Abstracts of Forth SETAC World Congress and 25<sup>th</sup> Annual Meeting in North America, Oregon Convention Center. p. 112.

Brink, P.J.V., Nogueira, A.J.A., Little, D.C., **Kodithuwakku, S.S.**, Yakupitiyage, A., Satapornvanit K. and N. Sureshkumar (2004). Ecological and Human Risk Assessment of Pesticide-Use in Multi-use Aquatic Systems in the Tropics. Abstracts of 4th SETAC World Congress and 25<sup>th</sup> Annual Meeting in North America, Oregon Convention Center. p. 193.

Brink P.J.V., Nogueira, A.J.A., Little, D.C., **Kodithuwakku, S.S.**, Yakupitiyage, A., Satapornvanit, K. and N. Sureshkumar (2004). The Use of Terrestrial and Aquatic Microcosm and Mesocosms for the Ecological Risk Assessment of Veterinary Pharmaceuticals. Abstracts of 14th SETAC Europe Annual Meeting, Congress Centre of Prague, Czech Republic. p. 88.

Perera, M.W.P., **Kodithuwakku, S.**, Sureshkumar, N., Soares, A.M.V.M., Little, D.C., Brink, P.J.V., Yakupitiyage, A., Beltman, W., Carder, F.A., Sampath, A., Wickramarachchi W.D.N. and M.M.S.P. Kumara (2004). Importance of Baseline Information Used to Assess the Preliminary Environmental and Human Health Risks Associated with Pesticides in the Dry Zone of Sri Lanka. Abstracts of 14<sup>th</sup> SETAC Europe Annual Meeting, Congress Centre of Prague, Czech Republic. pp.100-101.

Domingues, I.D., Nogueira, A.J.A., Soares, A.M.V.M., Brink, P.J.V., Little, D.C., **Kodithuwakku, S.S.**, Yakupitiyage, A., Satapornvanit, K. and N. Sureshkumar (2004). Application of Experimental Approaches Used in Temperate Countries to Tropical Conditions, Using Chironomids to Assess Pesticides Effects in Multi-use Aquatic Systems. *Abstracts of 14th SETAC Europe Annual Meeting, Congress Centre of Prague, Czech Republic.* p. 227

## MEMBERSHIPS IN EDITORIAL BOARDS & REVIEW PANNELS OF JOURNALS

---

**Member, Editorial Board** – University Calendar 2018/2019, University of Peradeniya ( Since December, 2017).

**Member** –Review Panel-Journal of Agribusiness in Developing and Emerging Economies (Since May 2017).

**Member**- Editorial Review Board of “Amity Journal of Agribusiness ” (since march 2016).

**Member**- Editorial board of the International Journal of Agricultural Policy and Research published by Journal Issues (<http://journalissues.org/journals-home.php?id=1>) Since November 2012.

**Editor**-Sri Lankan Journal of Agricultural Economics from 2006 to 2012.

## RECENT MEMBERSHIPS OF OTHER REVIEW PANNELS

---

**Programme Reviewer** - University Grants Commission of Sri Lanka- June 2018 to date).

**Member** - Business Proposal Evaluation Committee (BPEC) meeting on Livelihood Improvement of Smallholder Tea Farmers through Joint Investment and Value Addition Project. National Agribusiness Development Programme (NADeP). Presidential Secretariat-Development and Special Projects (31<sup>st</sup> July 2017).

**Member** - Programme Review Panel appointed by the Ministry of Higher Education, Sri Lanka, for Evaluating an MBA Programme offered by a leading private sector higher educational institution of Sri Lanka (2016 November to date).

**Peer Reviewer-** Promoting University-Industry Collaboration in Sri Lanka: Status, Case Studies and Policy Options Developed from a Study Conducted by the Higher Education for Twenty First Century (HECT) Project in Collaboration with the World Bank counter parts in Sri Lanka (December 2015).

**Honorary Consultant/Reviewer-** Reviewing the curriculum of the degree programme on “Entrepreneurship and Innovation” for Uva-Welllassa University of Sri Lanka, June 2015.

**Reviewer-** A research proposal on Entrepreneurship for WOTRO Science for Global Development( Aanvraagformulier Productive Employment 2013 WOTRO) The Netherlands (February 2014).

## RESEARCH INVOLVEMENTS

---

**Principle investigator-** An exploratory study of entrepreneurship in Oman (from 1<sup>st</sup> January 2015 to 14<sup>th</sup> August 2016), and co-researcher until 31<sup>st</sup> December 2017.

**Co-Researcher** - Implications of Doha Agreement on the Dairy Sector in Sri Lanka Sponsored by: South Asian Network of Economic Research Institutes (SANEI)-2007/2008.

**Visiting Researcher and Member/Consultation Committee In Entrepreneurship** – Warm water fish production as a niche production and market diversification strategy for organic arable farmers (in the United Kingdom) with implications for sustainability and public health conducted by Institute of Aquaculture, Department of Marketing and Department of Nursing and Midwifery, University of Stirling, UK funded by RELU (Rural Economy and Land Use) U.K. Principal investigators Dr. Dave Little, Institute of Aquaculture and Dr. James A Young, Department of Marketing (2006-2008).

**Researcher - Evolution of Food Retail Chains in Sri Lanka in Marketing/supply chain analysis** The study aims to examine the extent to which supermarkets have contributed in increasing the wellbeing of small holders, efficiency and effectiveness of food marketing and the improvement of quality and safety standard of the products sold at supermarkets. It will assess whether the emergence of supermarkets have actually contributed to the improvement of the welfare of various segments in the society including producers, consumers and other retailers-Funded by the International Food Policy Research Institute (IFPRI). 2004 to 2006.

**Researcher** - Globalization and Distribution in Sri Lanka-The purpose of this study is to assess the impact of globalization on distribution of welfare in Sri Lanka- Funded by International Development Research Centre (IDRC). November 2004 to August 2005.

**Local Team Leader/Coordinator & Researcher in Marketing** - MAMAS -(Managing Agrochemicals in Multi Use Aquatic Systems Project) in collaboration with Institute of Aquaculture, University of Stirling, UK - Involves Participatory Community Appraisals to identify target and reference sites for studying the effects of agrochemical when applied in multi use aquatic systems. Identification of worse case scenarios in terms of pesticide application and entry routes, socio-economic aspects of pesticide application, cropping practices and income generation / livelihood activities of the farmers in Mahaweli System H. The relationship of pesticide application Vs socioeconomic status, land ownership, irrigation water availability is also researched into. The final aim of the research is to develop a decision support system for farmers, agriculture extension officers, pesticide regulators and marketers where I am responsible for the socio-economic aspects.-Funded by EEC (January 2002 to December 2005).

**Researcher** - Management Strategies for Enhanced Fisheries Production in Sri Lankan and Australian lakes and Reservoirs carried out by University of Kelaniya in collaboration with Australian Centre for International Agricultural Research (2001).

**Local Team Leader/Coordinator & Researcher in Entrepreneurship and Marketing** - Fish in Irrigation Systems Technology (FIRST), a collaborative research project of Agribusiness Centre, University of Peradeniya, Institute of Aquaculture, University of Stirling/CARE International Sri Lanka and the University of Newcastle, UK, exploring the feasibility of promoting inland fisheries (food fish) production, for the benefit of the poor communities in the dry zone of Sri Lanka (1998-2001).

## RESEARCH SUPERVISION

---

I have so far supervised about 100 undergraduate dissertations (FoA, UoP), 70 MBA dissertations of one year duration (PGIA, UoP), one M.Sc. dissertation (PGIS, UoP), and currently on the supervisory panel of 3 PhD student.

## CONSULTANCY ASSIGNMENTS

---

**Honorary Consultant** - National Study on Impact of COVID-19 Pandemic on Micro, Small and Medium Enterprises (MSME) in Sri Lanka As a strategic response to MSME's relief and rehabilitation, Conducted by PASS consulting Group, Colombo for Ministry of Small and Medium Business and Enterprise Development (April 2020 to May, 2020).

**Lead Researcher/Consultant.** Market assessment and pro-poor value chain analysis of export based spice sector in the district of Matale in the central province of Sri Lanka. International Labour Organization (ILO), 2017/2018.

**Resource Person/Consultant** (on Management related Courses)- Development of the proposal for initiation of Faculty of Engineering at the University of Rajarata, Sri Lanka (Since 1<sup>st</sup> June 2017 to date).

**Consultant-** Market Analysis of Dried Aquatic Products in Sri Lanka. Final Report submitted to Regional Fisheries Livelihoods Program of Sri Lanka, Food and Agriculture Organization of the United Nations (FAO), (2012/2013).

**Consultant-** Market Analysis of Dried Aquatic Products in Sri Lanka. Final Report submitted to Regional Fisheries Livelihoods Program of Sri Lanka, Food and Agriculture Organization of the United Nations (FAO), (2012/2013).

**Co-Researcher:** 'Determinants and Paths of Export Diversification: A Case Study on Export Diversification in Sri Lanka'. Funded by Asia Pacific Research and Training Network on Trade (ARTNeT), November, 2011 – August, 2012.

**Sarath S. Kodithuwakku.,** and Jeevika Weerahewa (2011). Coping with food price hikes: Strategies of the poor in Kandy, Sri Lanka. Asia-Pacific Research and Training Network on Trade Working Paper Series, No. 100. (<http://www.unescap.org/tid/artnet/pub/wp10011.pdf>).

**Consultant** - Global Food Crisis, Coping Strategies of the Poor and Needed Trade Reforms: Case Study of Sri Lanka, For World Trade Organization (WTO) (2009/2011).

**Consultant** - Agriculture and food security in Asia in the context of food and financial crisis: Impacts, implications, responses and policy lessons. A Regional Study, For Food and Agricultural Organization of the United Nations (FAO) (2009/2010).

**Consultant - Mid Term Evaluation,** Local Efforts for Empowerment and Development Project (LEaD)- with respect to the Progress made under livelihood Development interventions for **CARE International Sri Lanka** (2009/2010).

**Consultant** - Private Sector Perspective on CARE Sri Lanka Development Interventions in Tea Plantation (2010) for **CARE International Sri Lanka**.

**Consultant/Researcher** - Creating a model for marketing of fish through selected fisheries cooperative societies in Hambantota District of Sri Lanka for **Swedish Corporative Centre, Sri Lanka** (2008/2009).

**National Consultant** - Evaluation of Development Policies and Programmes on Pilot Basis to Localize Evaluation Process and Systems: Evaluation of Irrigation Sector Policy taking a case in point the Hambantota Irrigation Rehabilitation Project For the **Ministry of Plan Implementation, Sri Lanka/UNDP** (2007-2008).

**Consultant** - Preparation of Strategic Plan for Sri Lanka **Udarata Development Authority** (SLUDA) - (2007/2008).

**Consultant** - Baseline Survey, Integrated Farming and Sustainable Agriculture Development Project Of the **World Vision, Sri Lanka**, January 2007 –July 2007.

**Consultant** - Preparation of case studies of best Practices on the special program for food security in Asia. Funded by



**FAO/CARP**, December 2006 to February 2007.

**Consultant-** Development of Concept paper for National Agribusiness Corporation of Sri Lanka, the **Ministry of Agriculture**, Sri Lanka (2006).

**Consultant/Researcher** - A study of the marketability of Chartered Accountants in Sri Lanka- For **Institute of Chartered Accountants of Sri Lanka (ICASL)**, January 2006.

**Consultant/Researcher** - Assessment of the quality of services delivered by the Divisional Secretariat Offices (i.e. local government offices) in the Central Province of Sri Lanka aimed at designing improved service delivery systems and formulating training modules- for Economic Strategy Support Programme of the German Technical Cooperation (**GTZ**), in association with Ministry of Public Administration, August 2005 –July 2007.

**Consultant** - Preparation of Strategic Plan for Uva Agricultural Marketing Initiative (UAMI) of the Provincial Ministry of Agriculture Uva Province, Sri Lanka For **Ministry of Agriculture, Uva Province**, 2004.

**Consultant** - Preparation of the strategic plan for the Kandurata Development Bank, Sri Lanka, 2004.

**Consultant** - Baseline Survey for Regional Economic Advancement Project (REAP), Matale district, Sri Lanka, Funded by **IFAD** (2003).

**Consultant/Researcher** - Service quality determination of Business Development Services available for small and medium enterprises in the Matale district, Sri Lanka, Funded by **IFAD** 2003.

**Consultant** - Impact assessment study on Irrigation Schemes completed in 2001 under Regional Economic Advancement Project (REAP), Matale, Sri Lanka, Funded by **IFAD** (2002).

**Consultant/Researcher** - Investigating into constraints and opportunities for developing women entrepreneurship in Sri Lanka- for **International Labour Organization** (2002).

**Consultant/Researcher** - Assessing Food Security in war affected Wannai District in Sri Lanka for **CARE International**, Sri Lanka (2002).

**Consultant** - Client Perception Survey of the participants of Rehabilitation Assistance Project (RAPID) for Internally Displaced- **CARE International, Sri Lanka**. This study aimed at improving the quality of service delivered by various Government and Non Government organizations (2001).

**Consultant** - Impact Assessment of Women -Entrepreneurship Development Training Programmes conducted in Sri Lanka for **International Labour Organization** (2001).

**Consultant** - Baseline Survey for Plantation Reform Project-Worker Education and Training Programme- For **CARE International, Sri Lanka funded by ADB**. This project aimed at introducing participatory management techniques to plantation sector of Sri Lanka (2000).

**Consultant/Researcher** - Supply Chain Analysis of the vegetable marketing system of Sri Lanka for Enterprise Service Systems Project, Kandy District, **Funded by GTZ (German Technical Cooperation)** (1999).

**Consultant** - Final evaluation of the Saruketha Project for **CARE International Sri Lanka** - Project involved in empowering the rural households in Anamaduwa district, August 1999.

**Consultant/Researcher** - “Non-plantation agricultural sector and dynamics of poverty” for **GTZ (German Technical Cooperation)**. This study involved in researching the determinant of poverty in Sri Lanka. (November 1997 – May 1998).

## **CONSULTANCY & RESEARCH REPORTS**

---

**Kodithuwakku. S.S.**, Hemachandra, S.D.S., and Prasada, P. (2018). Market Assessment and Pro-poor Value Chain

Analysis of Export Based Spice Sector in the District of Matale in the Central Province of Sri Lanka. International Labour Organization (ILO).

Weerahewa, J., and **Kodithuwakku, S.S.** (2013). Market Analysis of Dried Aquatic Products in Sri Lanka. Final Report submitted to Regional Fisheries Livelihoods Program of Sri Lanka, Food and Agriculture Organization of the United Nations (FAO), 2013.

Weerahewa, J., **Sarath Kodithuwakku** (2010). The Global Food and Financial Crises and their Effects on Food and Nutrition Security in Sri Lanka. Report Submitted to Food and Agriculture Organization. July, 2010.

Weerahewa, J., **Sarath Kodithuwakku** (2010). Effects and Implications of the Global Food and Financial Crises and Policy Responses: A Study on the Agricultural Sector in Sri Lanka. Report Submitted to Food and Agriculture Organization. July, 2010.

**Kodithuwakku, S.S.** Mid Term Evaluation-Local efforts for Empowerment and Development Project (LEaD): With Special Relevance to the Progress Made Under Livelihood Development Interventions (January 2010), CARE International-Sri Lanka.

**Kodithuwakku, S.S.** and Weerasooriya, S. Private Sector Perspective on CARE Sri Lanka Development Interventions in Tea Plantation (2010) for CARE International Sri Lanka.

**Kodithuwakku, S.S.** and N. Mawilmada (2009). Strengthening of Fisheries Cooperatives in Hambantota District: Assignment on Commercialization of Fishing for Swedish Cooperative Centre (SCC).

Weerahewa, J., **Sarath Kodithuwakku**, Pradeepa Silva and Nimal Sanderatne (2008). "Implications of Doha Development Agenda on the Dairy Sector in Sri Lanka" Final Report Submitted to South Asia Network of Economic Research Institutes (SANEI), Pakistan.

**Kodithuwakku, S.S.**, Hemachndra D. and M. Tennakoon (2008). Evaluation of Development Policies and Programmes on Pilot Basis to Localize Evaluation Process and Systems: Evaluation of Irrigation Sector Policy Taking a Case in Point the Hambantota Irrigation Rehabilitation Project. A Study Done for *the Ministry of Plan Implementation, Sri Lanka /UNDP*.

**Kodithuwakku, S.S.** and L.R. De Silva (2007). Study on the Marketability of Chartered Accountants in Sri Lanka. *A Study Done for Institute of Chartered Accountants of Sri Lanka (ICASL)*.

**Kodithuwakku, S.S.** (2007). Assessment of the Quality of Services Delivered by the Divisional Secretariat Offices in the Central Province of Sri Lanka Aimed at Designing Improved Service Delivery Systems and Formulating Training Modules. *A Study Done for Economic Strategy Support Programme of the German Technical Cooperation (GTZ), in Association with Ministry of Public Administration*.

Weerahewa, J and **Kodithuwakku, S.S.** (2005), Evolution of Food Retail Chains in Sri Lanka, sponsored by International Food Policy Research Institute (IFPRI), June 2004-May 2005.

Prasada, D.V.P., **Kodithuwakku K.A.S.S.** and D.C. Little (2005). An Assessment of the Association between Social Well-Being and Dependency on Pesticides in the Major Irrigation Systems – A Case Study in Five Selected Villages in the Mahaweli system H. *A Study Done for Managing Agrichemicals in Multi-use Aquatic Systems Funded by the European Union*.

Prasada, D.V.P., **Kodithuwakku, K.A.S.S.** and D.C. Little (2005). Profiling of Pesticide Usage in the Mahaweli Settlements of Sri Lanka. *A Study Done for Managing Agrichemicals in Multi-use Aquatic Systems Funded by the European Union*.

Udayanganie, A.D.D., Prasada, D.V.P. **Kodithuwakku, K.A.S.S.**, Weerahewa, J. and D.C. Little (2004). An Evaluation of the Mean Technical Efficiency and Partial Technical Efficiency of the Agrochemical Inputs in the Paddy-Based Farming Systems: A Case Study in the Dry Zone of Sri Lanka. *A Study Done for Managing Agrichemicals in Multi-use Aquatic Systems Funded by the European Union*.

**Kodithuwakku, S.S.** (2004). Qualitative Methods of Studying Entrepreneurship with Special Reference to the Rural Farming and Agribusiness Sector in Sri Lanka. *Abstracts of the Training Workshop on Methods for Analyzing a Market and Market Reforms for High Value Agriculture, organized by the Economics Department of Jahagirnagar University, IFPRI and ADB. Dhaka, Bangladesh.*

**Kodithuwakku, K.A.S.S.** and D.V.P. Prasada, (2004). An Assessment of Agrochemical Marketing in Sri Lanka with Special Reference to Mahaweli System H. *A Study Done for Managing Agrichemicals in Multi-use Aquatic Systems Funded by European Union.*

**Kodithuwakku, S.S.** and S. Perera (2003). Women Entrepreneurship Development in Sri Lanka: Aiming for Business Success. *A Study Done for International Labour Organization (ILO), Colombo.*

**Kodithuwakku, S.S.** (2003). Marketing Green and Organic Produce as a Tool for Poverty Alleviation: Sri Lanka. *Abstracts of the Expert Group Meeting on Marketing of Green and Organic Agricultural Produce as a Tool for Poverty alleviation, Co-sponsored by United Nations Economic and Social Commission for Asia and Pacific (UNESCAP) and China Green Food Association (CGFA), Changyuan Country, Henan Province, China.*

**Kodithuwakku, S.S.** and A. Seneviratne (2003). Enterprise Profile and the Business Development Services (BDS) in Matale District. *A Study Done for Regional Economic Advancement Project-Matale.*

**Kodithuwakku, S.** and K.T. Silva (1999). Analysis of Possible Impacts on Marginal Farming Systems and Marginal Rural Households. Supplementary Report, No. 2. Pp. 1-15.

*[Supplementary Report No 2 of Silva, K.T., De Silva, S.B.D., Kodithuwakku, S.S., Razak, M.G.M., Jayanath, A., Gunawardena, I.M. and L. Dorothy (1999). No Future in Farming? The Potential Impact of Commercialization of Non-Plantation Agriculture on Rural Poverty in Sri Lanka. Centre for Inter-sectoral Community Health Studies, (CICHS)/GTZ, Kandy, Sri Lanka].*

Little, D.C., Gowing, J., Murray, F.J. and **S.S. Kodithuwakku** (1998). Integration of Aquaculture within Irrigation Systems. *Proceedings of the Stakeholder Workshop of Fish in Irrigation Systems Technology Project, Kandy.* Agribusiness Centre, University of Peradeniya. Institute of Aquaculture, University of Stirling, UK and Centre for Land Use and Water Resource, University of Newcastle, UK.

## SCIENTIFIC COMMUNICATIONS/PRESENTATIONS

---

**Keynote Address** - The Role of Necessity, Opportunity, Resources and a Rural Lifestyle Commitment in the Entrepreneurial Diversification of Scottish Farmers. 3rd International Symposium on Public Service (Public Service, Reform and Innovation), School of Public Affairs, Zhejiang University, China, 8<sup>th</sup> December 2018

**Presentation**- “Building Entrepreneurial Partnerships” – Presented for the Sri Lanka Business Council in Oman on 30<sup>th</sup> March 2012 at the Auditorium of the Embassy of Sri Lanka to the Sultanate of Oman, Muscat, Oman.

**Keynote Address** - “Entrepreneurship in the Present Market Economy, the Role of Small Farmer as Entrepreneur” - Delivered at the inauguration of the International Workshop on Teaching Entrepreneurship to Small Scale Farmers organised by Barneveld Alumni Association of Sri Lanka in Association with Barneveld College (PTE+), Netherlands, from 9<sup>th</sup> to 20<sup>th</sup> June, 2008 at Hiltop Hotel, Kandy.

**Keynote Address** - “Social Responsibility of the Entrepreneur” - Delivered at the Star Awards Ceremony 2006 to appreciate Best Performing Entrepreneurs in the Central Province organized by the Central Provincial Council, 21<sup>st</sup> December 2006 at Plant Genetic Resource Centre, Gannoruwa.

**Presentation** – Entrepreneurship Development and Poverty Alleviation – presented at the Capacity building workshop on Company formation and Entrepreneurship Development for the core team of Rural Poverty Reduction Project of the Ministry of rural Economy on 22<sup>nd</sup> August 2003 at the Auditorium of the Ministry of the Rural Economy.

**Keynote Address** - “Role of the Modern Marketer amidst Globalization” delivered at the certification ceremony of Sri

Lanka Institute of Marketing 2002, Kandy Centre of the Sri Lanka Institute of Marketing on 17<sup>th</sup> February 2002.

**Presentation** - Entrepreneurship and Poverty presented at the workshop on Globalisation and Poverty organized by the Sri Lankan Agricultural Economics Association and sponsored by DFID on August 11, 2001 held at Plant Genetic Resource Centre (PGRC) Gannoruwa, Peradeniya.

**Presentation** - Open Economy and Management Demands in the Agriculture Sector - Globalisation and Agriculture in Sri Lanka at the 3<sup>rd</sup> Annual General Meeting of the Sri Lankan Agricultural Economics Association.

**Presentation** – Expanding Agriculture by maintaining the culture of Agriculture organised by National Academy of Sciences Sri Lanka (NASSL) sponsored by Ministry of Agriculture and Lands and Integrated Food Security Programme Trincomalee at Hotel Sigiriya, October 22-24, 1999.

## TRAINING WORKSHOPS CONDUCTED

---

**Resource Person**- “Improving Service Quality of Public Sector Universities”. A workshop conducted for academic and non-academic administrators of the Rajarata University of Sri Lanka, organized by the Staff Development Centre of the university, held on 28<sup>th</sup> November 2019.

**Resource Person/Panalist** - “Approaches to setting up sustainable Agriculture Value Chains/developing value chain strategies to overcome constraints and to increase competitiveness” at the SAARC Regional Training on Safe and Sustainable Value Chains Development in South Asia, jointly organized by the Department of Sriculture, Sri Lanka, SAC and CIRDAP, held on 28<sup>th</sup> July to 1<sup>st</sup> August 2019 in Oakray, Kandy.

**Resource Person/Moderator** - Panel discussion on “Creating and sustaining market oriented businesses” at the “Investors Forum” conducted in Harvest 2018 Exhibition organized by the Ministry of Agriculture on 15<sup>th</sup> December 2018 at the BMICH.

**Resource Person/Guest Presenter** - “Enhancing the Services of National Water Supply & Drainage Board (NWSDB)-2018”, Training Centre of the NWSDB, Katugasthota on 10<sup>th</sup> May 2018 & 28<sup>th</sup> June 2018.

**Resource Person** - “Entrepreneurship Development”, the Induction Training for Veterinary Surgeons 2017/2017, Institute for Continuing Education, Department of Animal Production and Health, Gannoruwa on 19<sup>th</sup> June 2017.

**Resource Person** - Workshop on Preparation of a Strategic Action Plan for Developing a Floriculture Exportation Economy. Organized by the Ministries of Wildlife and sustainable development and the Ministry of Primary Industries Held on 5<sup>th</sup> April 2017 at Suhurupaya, Battaramulla.

**Panel Member**-Business Leadership Panel Discussion at the Leadership and Organizational Change Workshop held at the Faculty of Veterinary Medicine and Animal Science (17<sup>th</sup> March 2017).

**Lead Resource Person** - Designing and conducting a training Workshops on Entrepreneurship Development for Small and Medium Scale Business Operators in the Coconut Sector of Sri Lanka, Organised by the Coconut Development Authority of Sri Lanka (December 2016).

**Resource Person** - Analysis and Upgrading of Value Chains. Conducted for the Project Management Team of the National Agribusiness Development Programme (NADep), the Presidential Secretariat of Sri Lanka, Organised by the Agribusiness Centre, Faculty of agriculture University of Peradeniya (27<sup>th</sup> October 2016 at the PGIA Auditorium, University of Peradeniya).

**Resource Person** - Consultative workshop on Women Empowerment, Conducted by the Ministry of Agriculture and Fisheries of the Sultanate of Oman in collaboration with the Food and Agriculture Organization, From 28<sup>th</sup> February to 29<sup>th</sup>.2013.

**Resource Person** - Workshop on “National Science Technology and Innovation Policy Review” Organized by the Research Council, Sultanate of Oman, as an invited participant(December, 10, 2013).

**Lead Resource Person** - The workshop on creating awareness on “Alleviating Poverty and Strengthening Household Economy” among a selected group of parents of children who are on probation in the Nuwara Eliya district of Sri Lanka, Organized by Department of Social Services of Central Provincial Council in collaboration with UNICEF, on 24<sup>th</sup> December 2010, Held in Divisional Secretariat, Nuwara Eliya.

**Lead Resource Person** - The workshop on “Entrepreneurship and Micro and Small Enterprise Promotion”, Organized by the Department of Natural Resource Economics, College of Agricultural and Marine Sciences, Sultan Qaboos University, Oman., from 13<sup>th</sup> -14<sup>th</sup> December, 2010.

**Lead Facilitator** -The Training Workshop on “Building an Entrepreneurial Culture”-For Directors and 438 Employees of the Commercial Credit Limited, No 45, Dharmapala Mawatha, Colombo 7, on 18<sup>nd</sup> July 2010 (Held in Oakray, Kandy).

**Lead Facilitator** - The Training Workshop on “Building an Entrepreneurial Culture”-For Senior Managers of the Commercial Credit Limited, No 45, Dharmapala Mawatha, Colombo 7, on 2<sup>nd</sup> July 2010 (held in Oruthota Chalet, Kandy).

**Resource Person in entrepreneurship** - At the training workshop on Entrepreneurship and its Implications for Rural Economic Development, conducted for Livestock Development Officers by the Department of Animal Production and Health of the Central Provincial Council, on 23<sup>rd</sup> August, 2008, Institute of Continuous Education, Gannoruwa.

**Resource Person** in entrepreneurship - At the International Workshop on Teaching Entrepreneurship to Small Scale Farmers, organised jointly by Barneveld College Alumni Association of Sri Lanka, Faculty of Agriculture, University of Peradeniya and the Department of Animal Production and Health on 9<sup>th</sup> to 20<sup>th</sup> June, 2008, Hiltop Hotel, Kandy.

**Resource Person** in Basic Marketing Management- At the training Programme for Micro and Cottage Level Food Processing Enterprises, organized by the Postgraduate Institute of Agriculture in collaboration with the Vidatha Centres of the Kandy District, on 13<sup>th</sup> and 14<sup>th</sup> of December, 2007, PGIA, and University of Peradeniya.

**Resource Person** in Marketing Management- At the training workshop on marketing management for managers and field officers of Ceylon Fertilizer, Co. Ltd., on 2<sup>nd</sup> March 2007, National Cooperative Development Institute, Polgolla.

**Resource Person/Lead Facilitator** in Business Planning- At the workshop on Agricultural Enterprise Planning for Farm Managers of the Department of Agriculture, Organized by the Department of Agriculture on 2<sup>nd</sup> May 2006, ISTI Gannoruwa.

**Resource Person and the Chief Guest** – On Economic Development through Vocational Training, at the certification ceremony of Vocational Training Institute of Sri Lanka on 11<sup>th</sup> November, 2005. Post Office Auditorium Complex, Kandy.

**Resource Person** in Supply Chain Management – At the workshop on Post Harvest Handling of Fruits and Vegetables, on 20<sup>th</sup> October 2005, Postgraduate Institute of Science, University of Peradeniya.

**Resource Person** – Residential Workshop Conducted for the Divisional Coordinators and Facilitators of the Ministry of Samurdhi, on 24<sup>th</sup> and 25<sup>th</sup> November, 2003, Hector Kobbekaduwa Agrarian Research and Training Institute.

**Resource Person** – Programme on Establishing Relationships between the Village and the Private Sector, organised by Ministry of Samurdhi on 2<sup>nd</sup> and 3<sup>rd</sup> December, 2003 at Kuruwitatenna, Badulla.

**Resource Person** in Women Entrepreneurship Development in Sri Lanka- At the master trainers upgrading seminar on “Start and Improve Your Business” (ILO-SIYB) organized by the International Labour Organisation, on 19<sup>th</sup> February 2002, Palm Village Hotel, Uswetakeiyyawa.

**Resource Person** in Supporting Women Entrepreneurship- At the workshop organized by the International Labour Organisation on 14<sup>th</sup> February 2003, Employers’ Federation of Ceylon (EFC) Auditorium Rajagiriya.

**Resource Person** in Essentials of Entrepreneurship Development and Entrepreneurship in Agriculture- At the workshop on Agricultural Finance and Rural Financial Markets, organised by the PGIA on 26<sup>th</sup> October 2002, PGIA, University of

Peradeniya.

**Resource Person** in Marketing Strategies for Medicinal Plant Products- At the regional training programme on biodiversity and conservation of medicinal plants on 12<sup>th</sup>-11<sup>th</sup> September, 2002, PGIA,. University of Peradeniya.

**Resource Person** in Entrepreneurship – At the entrepreneurship training programme, organized by the World Vision Sri Lanka on 22<sup>nd</sup> February 2002, World Vision Training Centre, Anamaduwa.

**Resource Person** in Creativity for Research and Principles of Case Writing- At the regional training course on agricultural research management organized by the PGIA on 6<sup>th</sup> – 30<sup>th</sup> November 2001, PGIA, University of Peradeniya.

**Resource Person** in Entrepreneurship – At the short course on agricultural finance and rural finance markets, organized by the PGIA, 7<sup>th</sup> September 2001. PGIA, University of Peradeniya.

**Resource Person** - At the workshop for training of directors in farmer companies, organized by the Irrigation Management Division of the Ministry of Irrigation and Water Resource Management, on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> July, 2001, Training Centre of the Department of Agrarian Development, Pothuhera.

**Resource Person** in Business Planning – At the workshop on identifying business opportunities for the directors and employees of Ridi-Bendi-Ela Farmer Company, organized by the Irrigation Management Division of the Ministry of Irrigation and Water Resource Management on 28<sup>th</sup> June 2001, Residential Project Office, Nikaweratiya.

**Resource Person/Team Leader** – At the workshop for preparing a development package for micro entrepreneurs, organised by the Central Provincial Council, on 22<sup>nd</sup> June 2001, Ministry of Industries, Central Province Industrial Development Authority.

**Resource Person** in Personal and Social Factors Determining Success of Enterprises- At the Workshop on Small and Medium Enterprises organised by Sri Lanka Foundation Institute, on 9<sup>th</sup> May, 2001, Sri Lanka Foundation Institute, Colombo 7.

**Resource Person** in Agricultural Economics - At the training programme for Bachelor of Education (B.Ed.) candidates organised by National Institute of Education on 5<sup>th</sup>-9<sup>th</sup> June 2000, PGIA, University of Peradeniya.

**Coordinator/Lead Facilitator** – Training workshop on entrepreneurship for the 21<sup>st</sup> century, a strategic management approach, organised by the Agribusiness Centre in collaboration with Science and Technology Personal Development Project of Ministry of Science and Technology, on 6<sup>th</sup> and 7<sup>th</sup> May, 2000, Hotel Topaz, Kandy.

**Resource Person** in Motivation– at the preliminary workshops on worker education and training programme of the plantation reform project, conducted for plantation managers by the CARE International Sri Lanka, on 29<sup>th</sup> & 30<sup>th</sup> January and 8<sup>th</sup>, 22<sup>nd</sup>-25<sup>th</sup> and 28<sup>th</sup> February, 2000, at Hotel Intercontinental-Colombo.

**Resource Person** in Marketing Management for Small and Medium Industrialist- At the training programme on marketing management organised by the Industrial Development Board and sponsored by the Central Provincial Council, on 9<sup>th</sup> and 10<sup>th</sup> August 1999, Industrial Development Board, Central Province.

## **CONFERENCE, WORKSHOPS & SEMINARS, ORGANISED, CO-ORDINATED**

---

**Workshop on Business Planning** for Department of Agriculture. This was attended by Directors, Deputy Directors, Assistant Directors, Economists, Research Officers, Agricultural Officers, Farm Managers of Department of Agriculture and Lectures and Principals of Farm schools, 2<sup>nd</sup> May 2006.

**Final Stakeholder workshops of MAMAS** project August 15, 2005 a workshop with farmers at Galgamuwa and August 16, 2005 with policy makers at Hotel Tourmaline, Kandy.

**Managing Agrochemicals in Multi Use Aquatic Systems, State of The System (Stakeholder) Workshop**, conducted by Agribusiness Centre in collaboration with NARA (National Aquatic Resources Research Development Agency), March 25<sup>th</sup> 2003 at Miridiya Hotel, Anuradhapura (Co-ordinator).

**Fish in Irrigation Systems Technology Project - Review Workshop (Policy)**, conducted by the Agribusiness Centre in collaboration with NAQDA (National Aquaculture Development Authority), May 24<sup>th</sup>, 2002 at NAQDA Head Office, Colombo (Co-ordinator).

**Fish in Irrigation Systems Technology Project - Review Workshop (Technical)**, conducted by the Agribusiness Centre in collaboration with NAQDA (National Aquaculture Development Authority), May 20<sup>th</sup> & 21<sup>st</sup>, 2002 at CeyBank Rest, Anuradhapura (Co-ordinator).

**Fish in Irrigation Systems Technology, Stakeholder Workshop**, conducted by the Agribusiness Centre (AbC), University of Peradeniya in Collaboration with the Institute of Aquaculture, University of Stirling and The Centre for Land use and water Resource, University of Newcastle , UK, funded by DIFID, 26<sup>th</sup> and 27<sup>th</sup> November 1998, at Hotel Topaz, Kandy (Co-ordinator).

**Sustainable Aquaculture in South Asia** – Co-ordinated this seminar organised by the Departments of Animal Science and Agricultural Economics and Extension, University of Peradeniya which was conducted by Dr. Ron Roberts, Director/Institute of Aquaculture, University of Stirling, U.K. (23<sup>rd</sup> November, 1994).

## **CONTINUOUS PROFESSIONAL DEVELOPMENT/WORKSHOPS ATTENDED**

---

**Training of Programme Reviewers** Conducted by the Quality Assurance and Accreditation Council of the UGC, UGC Auditorium, 14<sup>th</sup> February 2018 & 21<sup>st</sup> June 2018.

**Professional Development Workshop** on Assessment Alignment with Outcome-Based Learning Objectives, College of Agricultural and Marine Sciences, Session 2, April 12<sup>th</sup> 2016.

**Professional Development Workshop** on Outcome-Based Learning Objectives, College of Agricultural and Marine Sciences, Session 1, April 5<sup>th</sup> 2016.

**Workshop on Computer Vision Technology for Agricultural and Food Industries**, Sultan Qaboos University, March 30<sup>th</sup> 2014.

**Workshop on Promotion of Whole Grain Consumption**, College of Agricultural and Marine Sciences, June 20<sup>th</sup> 2013.

**Professional Development Series** conducted by Deans Office, Sultan Qaboos University (Spring 2013 Semester).

**Social Entrepreneurship and Food Policy** - Offered by Cornell University in collaboration with Bangladesh Agricultural University, Mymensingh, and hosted by Bangladesh Rural Advancement Committee (BRAC), Dhaka on 9-11 February, 2009

**Intellectual Property Management and Technology Transfer Program** at KAU, Trichur, India, organised by Michigan State University, 17<sup>th</sup> – 20<sup>th</sup> February, 2008.

**Communicating Policy Research in South Asia** held in Hyderabad, 21<sup>st</sup> to 22<sup>nd</sup> March, 2005 conducted by IFPRI and sponsored by Asian Development Bank and the Centre for Economic and Social Studies (CESS), Hyderabad, India

**Poverty Monitoring Measuring Analysis** organized by Applied Economic Research Centre (CREA) Cheikh Anta Diop University (UCAD) Dakar, Senegal from 10<sup>th</sup> to 16<sup>th</sup> June, 2004, sponsored by International Development Research Centre (IDRC), Canada

**E – Business Strategies & Development** offered by Institute of Systems Science, National University of Singapore sponsored by Singapore Ministry of foreign Affairs under the auspices of the Singapore Co-operation Programme, 1<sup>st</sup> to 12<sup>th</sup> October, 2001.

**Micro Credit Management for Youth** - Conducted by the International Centre for Entrepreneurship and Career Development, Ahmedabad, Gujarat, India and sponsored by the Commonwealth Youth Programme, Asia

Centre/Commonwealth Secretariat, UK. 7<sup>th</sup> – 12<sup>th</sup> September 1998

**Research Methodology for Managers** - Conducted by Association of Management Education and Training, Scotland, University of Glasgow, United Kingdom. (January to December 1994).

**UK – University of Peradeniya Education Training Workshop** - Sponsored by the Overseas Development Administration and conducted by the Agricultural Education and Training Unit, Wolverhampton Polytechnic and the Faculty of Agriculture, University of Peradeniya. 20<sup>th</sup> February -1<sup>st</sup> January 1992.

Date: 24<sup>th</sup> February 2023