

DILINI HEMACHANDRA
Department of Agricultural Economics and Business Management
Faculty of Agriculture
University of Peradeniya
Tel: 077-111-2249
dilinis@gmail.com
dilinihema@agri.pdn.ac.lk



Academic Qualifications

PhD. Economic, (2015) Department of Economics, University of Hawaii at Manoa, USA.

M.A. Economics. (2012). University of Hawaii at Manoa, USA.

M.Sc. (Agricultural Economics). (2009). University of Peradeniya, Sri Lanka.

B.Sc. (2007). with concentration in agricultural economics and business management, University of Peradeniya, Sri Lanka.

Teaching Experience

- **Senior Lecturer I (Since February 2020)**
- **Since Lecturer II (Since August 2015)** Department of Agricultural Economics and Business Management, University of Peradeniya.
- **Visiting Lecturer**, Postgraduate Institute of Agriculture (PGIA) since 2016
- **Visiting Lecturer**, Postgraduate Institute of Science, (PGIS) Peradeniya since 2016.
- **Lecturer (2009 to 2015)**, Department of Agricultural Economics and Business Management, University of Peradeniya.
Teach intermediate macroeconomics and production economics.
- **Teaching Assistant** (Fall 2009 to Spring 2011). Department of Economics, University of Hawaii at Manoa, USA. Teaching assistant to principles of micro-economics course. Responsibilities included conducting revision classes, preparing teaching and exam material and grading.

Other Work Experience

- **Research Assistant**, Department of Natural Resources and Environment Management, University of Hawaii at Manoa (Since Fall 2011 to Fall 2014).
- **Research Assistant**, Global Food Crisis, Coping Strategies of the Poor and Needed Trade Reforms: Case Study of Sri Lanka, Funded by World Trade Organization (WTO). During summer 2010.
- **Research Assistant**, Department of Agricultural Economics and Business Management, University of Peradeniya.

- **Research Assistant**, SCC Project on Strengthening of Fisheries Cooperatives in Hambantota District, Sri Lanka (2009).
- **Research Assistant**, Evaluation of Irrigation Sector Policy: Taking a case in point the Hambantota Irrigation Rehabilitation Project, Ministry of Plan Implementation, Sri Lanka & UNDP (2008).
- **Research Assistant**, Baseline Survey of the USDA/WVL Integrated Farming & Sustainable Agriculture Development Project (IFSA) (2007).

Training and Workshops Participated

- Participant at the 38th Faculty Development Programme, Indian Institute of Management, Ahmedabad, Gujarat, India (6th June 2016-24th September 2016).
- Sixth International Workshop on Environmental Human Resources Development conducted by Environmental Human Resource Development of Ministry of Environment, South Korea from 24th to 27th November 2015.
- Training on Value Chains, Agricultural Development, and Public Policy: Qualitative and Quantitative Approaches conducted by International Food and Policy Research Institute (IFPRI) New Delhi from 24th August to 30th August 2015 in New-Delhi, India.
- Technical workshop on Economic Modeling on Agricultural Water Use and Production conducted by California Water and Environment Protection Forum in cooperation with the UC Davis Centre for Watershed Sciences 31st August, 2014 in Sacramento, California, USA.
- Training on South Asian Training Programme on CGE Modeling conducted by South Asia Watch on Trade, Economics & Environment (SAWTEE) and South Asian Network on Economic Modeling (SANEM) from 18th April to -23 April 2009 in Katmandu, Nepal.
- Training on Trade Modeling under International Policy Analysis Network (IPAN) of International Food Policy Research Institute (IFPRI) in Sri Lanka held on November 5-16, 2007 and April 28-May 5, 2008.

Training and Workshops Conducted

- Teacher Capacity Development Programme for A/L Agriculture Teachers conducted by the Ministry of Education, Sri Lanka, August 2022.
- Resource person and consultant for EU – Sri Lanka Trade-Related Assistance: Increasing SMEs' Trade Competitiveness in Regional and EU Markets for International Trade Centre (ITC). 2020.

- Resource person for the School of Postgraduate Studies of Sri Lanka Institute of Development Administration (SLIDA) for the model “Economics and Institutional Mechanism & Agri economic- Policy Implementation” for 2019 batch.
- STATA workshop in Oman: Application of Stata in Analysing Trade Data for Graduate Students of Natural Resource Economics at the College of Agricultural and Marine Sciences, Sultan Qaboos University, Oman from 30th April to 4th May 2017.
- Resource Person, A/L Teacher Training Programme Organized by the Agriculture Education Unit (AEU), Faculty of Agriculture. From 19th December to 22nd December, 2016.
- Resource Person, Capacity Building Training Workshop on Value Chain Analysis for the programme management team of the National Agribusiness Development Programme (NADeP) on 27th of October 2016.

Scholarships

- Award for the most outstanding performance for the first two years of academic work in the Faculty of Agriculture awarded by the CIC Pvt Ltd. in 2006.

Membership of Academic Professional Bodies

- Member, Board of Management, Postgraduate Institute of Agriculture
- Secretary, Board of Study in Business Administration, Post-graduate Institute of Agriculture, University of Peradeniya 2019 to date
- Member, Board of Study in Agricultural Economics, Post-graduate Institute of Agriculture, University of Peradeniya 2018
- Member, Sri Lanka Forum of University Economists (SLFUE).
- Member, Academic and Research Forum UN-REDD+
- Associate member of Chartered Institute of Marketing (ACIM)
- Member of Sri Lanka Agricultural Economics Association (SAEA)

Research Publications

Research papers published in peer reviewed international journals

Sahibzada, S., **Hemachandra, D.**, Weerasooriya, S.A. and Weerahewa, J (2021). Export Competitiveness of Process Food in South Asia SAARC Journal of Agriculture, Vol 19, Issue 1. (forthcoming).

Dharmasiri, E.P.I.P., **Hemachandra, D.**, and Siyambalagastenne, C. The Effect of On-The-Job Training on the Behavioral Intention of Employees, Journal of Management Research, Vol. 21, Issue 2. (forthcoming).

Sharunya, G and **Hemachandra, D.** (2020). Title: Farmers’ Adaptation and Perception of Climate Change: Analysis for Effective Policy Implementation. Asia-Pacific Journal of Rural Development (APJORD). Vol. 30. Issue 1. October 2020.

Gunawardena, L., **Hemachandra, D.** and Kodithuwakku, S. S. (2018). Career Intention of Undergraduate Students: An Application of Theory of Planned Behavior.

IUP Journal of Entrepreneurship Development. Mar2018, Vol. 15 Issue 1, p7-27. 21p.

Arita, S., Leung, P., and **D. Hemachandra** (2014). Can Local Farms Survive Globalization: Agricultural and Resource Economics Review 43/2 (August 2014) 227–248.

Woodill, J. **Hemachandra, D.** Nakamoto, S.T. and P. Leung (2014). The Economics of Coffee Production in Hawai‘iA. Economic Issues July 2014 EI-25

Research papers published in peer reviewed local journals

N. Nayanathra and **D. Hemachandra** (2-23) Production Diversity, Seasonality and Dietary Diversity in Rural Agricultural Context in Sri Lanka: A Case of Mahakanumulla Village Tank Cascade System. Tropical Agricultural Research Vol 34, Issue 1, forthcoming.

D.T. de Alwis, K.A.S.S. Kodithuwakku, **D. Hemachandra** (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).

Sahibzada, S., **Hemachandra, D.**, Weerasooriya, S.A. and Weerahewa, J. (2021). Comparative Advantage of Edible Oil Production in South Asia: An Assessment Using the Policy Analysis Matrix, Tropical Agricultural Research Vol 32, Issue 1, forthcoming.

Dissanayake, N., **Hemachandra, D.** and Weerahewa, J. (2021). Spatial Price linkages of regional vegetable Markets with Prices of Dambulla Dedicate Economic Centre in Sri Lanka. Tropical Agricultural Research Vol 32, Issue 1, forthcoming.

Sahibzada, S. **Hemachandra, D.** Weerasooriya, S, A., and Weerahewa: J. (2020). Trends and Patterns of Processed Food Exports from South Asia: An Analysis of Product and Market Diversification. Tropical Agricultural Research, Vol 31, Issue 4, pp.65-90. 2020.

Jayalath, K. V. N. N., Punyawardena, B. V. R., Silva, G. L. L. P., **Hemachandra, D.** and Weerahewa, J. (2019). Climate change and extreme events in Ratnapura district of Sri Lanka: Implications on coconut production. Tropical Agricultural Research, vol 31, Issue 4, pp.13-25. 2020.

Tharsika, R. and **Dilini Hemachandra**, Sharunya G. Do Drought Vulnerable Farmers Adapt More to Drought? A Case of Dry Zone Paddy Farmers in Sri Lanka. Sri Lanka Journal of Food and Agriculture. SLJFA [Online] ISSN 2630-7383.

Kodithuwakku, S.S., **Hemachandra, D.** (2009). 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.

Hemachandra, D., Wijerathne, B. and J. Weerahewa (2008). An Analysis of Margins of Preference for Food and Agricultural Products Provided by South Asian Regional Trade Agreements: Sri Lankan Perspective. *Tropical Agricultural Research*, Vol.20:419-423.

Kodithuwakku, S. S., **Hemachandra D.** and Malkanthi K.G.P (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, Sri Lanka

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

Book Chapters

Hemachandra, D. (2020). Analyzing Effects of Land Tenure Policies Using Agricultural Production Functions. In: Weerahewa, J and Jacque, A. (eds): *Agricultural Policy Analysis*. Springer Nature. (forthcoming)

Weerahewa, J., **Hemachandra, D.,** Roy, D. and Marambe, B. Policy Measures to Address Covid-19 Related Disruptions on the Agri-food Sector of Sri Lanka. In: Weerahewa, J and Jacque, A. (eds): *Agricultural Policy Analysis*. Springer Nature. (forthcoming)

Weerasooriya S.A., and **Hemachandra D.** (2020) Empirical Applications of Theory of Firm in Agriculture Research in Sri Lanka: A Review of the Literature. 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_20

Weerahewa, J., **Hemachandra, D.** and G. Pushpakumara (2020). Land Regulations, Tenure and Land Use of Sri Lanka: A Historical Analysis on Agricultural Lands in Hasnat et al. (Eds): *Examining International Land Use Policies, Changes, and Conflicts*, IGIG Global (Forthcoming)

Research papers presented and abstract published in academic symposia, professional bodies at international level

Poster presentation on Marshall, Q, **Hemachandra, D.** Olney, D. Fanzo, J. (2022). A longitudinal assessment of rural food environments in Sri Lanka during Covid-19. 22nd IUNS-ICN International Congress of Nutrition in Tokyo. 6th-11th December 2022.

Marshall, Q., **Hemachandra, D.,** Olney, D., Scott, S., Sinclair, K., and Fanzo, J. "Characterizing the Food Environment in Rural Communities of Sri Lanka Preliminary findings from 45 Grama Niladhari Divisions" at Agriculture, Nutrition and Health Academic Week. www.ANH-Academy.org/ANH2021.

Poster presentation on paper Sharunya, G. and **D. Hemachandra.** "Impact of Natural Disasters on Paddy Production in Sri Lanka at Australian Agricultural Economics Research Association (AARES). February 2020. Perth, Australia.

Poster presentation on paper Hemali, K and **D. Hemachandra (2016)**. “Supply Chain Analysis of Food Pulse Crops in Sri Lanka” at the international conference on “Pulses for Sustainable Agriculture and Human Health” on 31 May-1 June 2016 in New Delhi, India jointly organized by the International Food Policy Research Institute (IFPRI), National Academy of Agricultural Sciences (NAAS), and TCi of Cornell University (TCi-CU).

Presented a paper titled Malmquist Index Productivity Analysis of Local Fruits and Vegetable Farms: Case of Hawaii at Hawaii International Conference on Business from 24th -25th May 2014 in Honolulu, Hawaii.

Presented a paper titled Efficiency of Hawaii Vegetable Sector: An application of DEA, at the 12th International Conference on Data Envelopment Analysis from 14th-18th April 2014. Kuala Lumpur, Malaysia.

Presented a paper titled Factor Scarcity and its Implications on Agricultural Trade: Case of Fresh Fruit and Vegetable Sectors in Hawaii at the 52nd Annual Meeting of the Western Regional Science Association (WRSA) from 24th-27th February 2013 in Santa Barbara, California.

Presented a poster titles Economic Performance of Hawaii Vegetable Sector at the Research Symposium of the College of Tropical Agriculture and Human Resources of University of Hawaii at Manoa on 14th April, 2013 in Honolulu, Hawaii.

Research papers presented and abstract published in academic symposia, professional bodies at national level

Silva P.S.H., **Hemachandra D.** and Weerasooriya S.A. (2023). Successor Characteristics Affecting The Choice of Intra Family Succession Plan of Current Operator for Paddy Lands. 11th Sri Lanka Economics Research Conference (SLERC) of Sri Lanka Forum of University Economists (SLFUE), 3rd February 2023.

Naduni Nayanathara, **Dilini Hemachandra** and Senal Weerasooriya. (2023). Localization and Route Optimization of Vegetable Supply Chains for Sustainability: A Case of Mahakanumulla Village Tank Cascade System in Sri Lanka, 11th Sri Lanka Economics Research Conference (SLERC) of Sri Lanka Forum of University Economists (SLFUE), 3rd February 2023.

U.D.R. Udari and **S.D.S. Hemachandra** (2023). An Analysis of Tomato Prices at Wholesale Level in Sri Lanka: An Application of SARIMA Model. 16th Annual Research Forum of Sri Lanka Agricultural Economics Association. Colombo.

P.S.H. Silva, **S.D.S. Hemachandra** and S.A. Weerasooriya (2023). Socio Economic Determinants of Paddy Land Succession Planning of Current Operators 16th Annual Research Forum of Sri Lanka Agricultural Economics Association. Colombo.

Naduni Nayanathara and **Dilini Hemachandra** (2023). Production Diversity, Seasonality and Dietary Diversity in Rural agricultural Context in Sri Lanka: A Case of Mahakanumulla Village Tank Cascade System. 34th Annual Congress of the Postgraduate Institute of Agriculture.

Nayanathara, N. and **Hemachandra, D.** (2022). Dietary Diversity and its Determinants: A Study in Households in Mahakanamulla Area. 10th Sri Lanka Economics Research Conference (SLERC) of Sri Lanka Forum of University Economists (SLFUE), 27th-28th January 2022.

Nayanathara, N. and **Hemachandra, D.** (2021). An assessment of the food environment in the Mahakanumulla village tank cascade system. Cascade Ecology and Management Conference, 17th-18th September 2021.

Perera, L. and **Hemachandra, D.** (2021). Technical Efficiency and Its Determinants: Paddy Farming in Mahakanumulla Cascade System. Seventh International Conference on Dry Zone Agriculture (2021). Forthcoming.

Hemachandra, D., Weerahewa, J. and Roy, D. (2021). Effect of COVID-19 Pandemic on Agri-Food Supply Chains in Sri Lanka, 9th International Conference of Sri Lanka Forum of University Economists, January 21st and 22nd 2021.

Sharunya, G., **Hemachandra, D.,** Udani, K. Roy, D. and Weerahewa, J. (2020). COVID 19 Outbreak and Its Impact on Supply Chain of Fruits, Vegetables and Animal-Based Food Products: Analysis Across Different Supply Chain Actors. Fourteenth Annual Research Forum of Sri Lanka Agricultural Economics Association (SAEA).

Sahibzada, S. **Hemachandra, D.** Weerasooriya, S, A., and Weerahewa J (2019). "Trends and Patterns of Processed Food Exports from South Asia: An Analysis of Product and Market Diversification". 31st Annual Congress of the PGIA.

Sahibzada, S. **Hemachandra, D.** Weerasooriya, S, A., and Weerahewa J (2020). Comparative advantage of processed food in South Asian: An analysis of Domestic Resource Cost (DRC) ". 13th Annual Research Forum of *Sri Lanka Agricultural Economics Association* (SAEA).

Sharunya, G. & **Hemachandra, D.** (2018). Analysis of drought adaptation through risk aversion behaviours of dry zone farmers. In: Niranjana, F., Marambe, B., Benthota, A.C., Perera, S.A.C.N., Abeyaratne, F., Sinnaiah, J., Wijesundara, D.S.A., De Silva, S.H.S.A. (Editors 2018). Program and Book of Abstracts. SLCARP International Agricultural Research Symposium 2018. August 13-14. Colombo, Sri Lanka. Sri Lankan Council for Agricultural Research Policy. pp 133. ISBN:978-955-9224-69-3.

Sharunya, G. & **Hemachandra, D.** (2019). Analysis of climate change adaptation practices and perception of climate change of dry zone farmers of Sri Lanka. In: Sumali Dissanayake and Pradeepa Korale Gedara (Editors 2019). Book of Abstracts. Eleventh Annual Research Forum of Sri Lankan Agricultural Economics Association 2019. 22nd February 2019. Hector Kobbekaduwa Agrarian Research and Training Institute, 114, Wijerama Mawatha, Colombo7.

Jayalath, K. V. N. N., Punyawardena, B. V. R., Silva, G. L. L. P., **Hemachandra, D.** and Weerahewa, J. (2019). Climate change and extreme events in Ratnapura district of Sri Lanka: Implications on coconut production. Proceedings of 31st Annual Congress of the Postgraduate Institute of Agriculture, University of Peradeniya, 21 – 22 November, 2019, Peradeniya.

Sharunya, G. & **Hemachandra, S.D.S.** (2018). The risk aversion of dry zone farmers and its relationship to drought adaptation. In: Eleventh annual research forum of Sri Lankan Agricultural Economics Association, Gatembe, Kandy.

Hemachandra D. and J Weerahewa (2017). Productivity of Agriculture Export basket of Sri Lanka. Sri Lanka Economics research Conference 23-24th November, 2017. Sixth International Conference of Sri Lanka Forum of University Economists.

Hemachandra, S.D.S and K.A.S.S. Kodithuwakku (2008). Factors Influencing the Student Decision Making in Relation to University Admission with Implications for Marketing Communications: A Study Done in Kandy City Limits. A paper presented at the Fifth International Conference on Business Management: Achieving Excellence for in Organizational Management for Sustainable Development, 27th March 2008, Faculty of Management Studies and Commerce, University of Sri Jayawadenapura, Sri Lanka.

Hemachandra, S.D.S., Kodithuwakku K.A.S.S., and S. Fernando (2008) Consumer Perception towards Social Responsibility in Relation to Television Advertising: An Exploratory Study. Proceedings of the International Research Conference on Management & Finance, University of Colombo 2008.

Hemachandra D. and J. Weerahewa (2008). How Negative is the Negative List: An Analysis of Agricultural Commodities in Negative Lists of Indo-Lanka and Pakistan-Sri Lanka Free Trade Agreements. Proceedings of the Peradeniya University Research Sessions (PURSE), 2008.

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

Hemachandra, S.D.S and K.A.S.S. Kodithuwakku (2008). Business Orientations among Poor Dry Zone Farmers in Sri Lanka. Proceedings of the International Conference on Social Sciences-Sri Lanka -2008.

Hemachandra, S.D.S., Arumabaduge H.S. and K.A.S.S. Kodithuwakku (2008). Rewarding Entrepreneurs: To Which Extent the Recipients Match with the Entrepreneurial Profile? Proceedings of the International Conference on Social Sciences-Sri Lanka -2008.

Blogs

Weerahewa, J., Hemachandra, D. And Roy, D. (2020). How Agri-Food Chains in Sri Lanka Fared During the Stringent Covid-19 Control Measures?, IFPRI South Asia, May 13, 2020. Available At <http://southasia.ifpri.info/2020/05/13/how-agri-food-chains-in-sri-lanka-fared-during-the-stringent-covid-19-control-measures/>

Projects

- **Consultant** for the Project on Land Reform in Sri Lanka, Advocata Research Institute, Colombo 7. September 2022 to February 2023.
- **Team Leader**, Cost-Benefit Analysis of Scaling up the Rice Fortification project in Sri Lanka, Consultancy with the World Food Programme (WFP), Sri Lanka, funded by the UNDP, 2020.
- **Consultant**, Review of the Private Sector Involvement in Farmer Markets in Sri Lanka, Funded by the World Food Programme, WFP, 2020.
- **Collaborator**, Assessing the food environment in rural Sri Lanka and its effect on women's diet quality. PhD research of Marshall, Q. at John Hopkins University, USA with supervisor Jessica Fanzo. (2020).
- **Team Leader**, Impact of COVID 19 on distributors, farmers and households in Sri Lanka, International Food Policy Research Institute (IFPRI), 2020.
- **Collaborator**, Macro-Economic Analysis for the National Comprehensive Food Security and Vulnerability Assessment. World Food Programme 2019.
- **Coordinator**, Policy Research in the Area of Agricultural Land in Sri Lanka. Agriculture Sector Modernization Project (2019).
- **Team Leader**, Project on New Marketing Options and guidelines for agro-biodiversity and food with high nutritional value identified and developed UNEP-GEF Project on "Mainstreaming Biodiversity Conservation and Sustainable Use for Improved Human Nutrition and Well-being in Sri Lanka. (2017)
- **Team Leader**, Environment Assessment of Sanitation and Water Projects in Ambagamuwa and Nuwara-Eliya, Environmental Assessment for Proposed Sanitation and Water Projects in Nuwara-Eliya, Kandy and Ambagamuwa Area Programme (2017)
- **Team Leader**, Project on Assessment on Local Food Production in Ganga Ihala Korala and Walapane Divisional Secretariats funded by World Vision, Lanka (2017)

- **Coordinator**, Baseline Survey of Up-Country Bee Keeping Farmers funded by National Agribusiness Development Programme (NADeP). Sri Lanka. (2016)

Appointments

- Chairperson, PGIA Congress Subcommittee on Publicity and Finance, 34th Congress of Postgraduate Institute of Agriculture, 2022
- Examiner, Agricultural Production Economics and Farm Management, Bar Examination 2022, Department of Agriculture
- President, Sri Lanka Agricultural Economics Association (SAEA) 2022
- Coordinator, Diamond Jubilee of the Faculty of Agriculture, University of Peradeniya 2023
- Voluntary student counsellor, Faculty of Agriculture, University of Peradeniya 2022 and 2023
- President, Alumni Association of Postgraduate Institute of Agriculture (AAPGIA) 2022-2023.
- Editor-in-Chief, Sri Lanka Journal of Economics Research (SLJER) Vol 10
- Student counsellor, Faculty of Agriculture, University of Peradeniya 2020
- National Coordinator, Sri Lanka Economics Research Conference (SLERC) of Sri Lanka Forum of University Economists (SLFUE) 2021
- Activity Co-coordinator, ELTA-ELSE AHEAD Faculty Grant.
- Warden, Sangamitta Hall from 1st January 2017 to date.
- Secretary, Board of Study in Business Administration, Postgraduate Institute of Agriculture, University of Peradeniya
- Secretary, Alumni Association of Postgraduate Institute of Agriculture (AAPGIA) 2018-2019.
- Secretary, Sri Lanka Agricultural Economics Association (SAEA), 2017.
- General Secretary, Peradeniya University Agriculture Teachers' Association (PUATA), 2018/2019 and 2019/2020
- Vice President, Federations of Peradeniya University Teachers' Association (FPUTA)
- Research Coordinator, University Ragging and Sexual and Gender Based Violence, 2018.

Institutional Development

- Contact Person, Memorandum of understanding (MoU) between Thiagarajar School of Management, Madurai, Chennai and the University of Peradeniya.
- Co-coordinator, Activity 2 on Developing Socio-Emotional Skills. AHEAD-ELTA-SLSE, 2019-2022.
- Senior Treasurer, Agriculture Faculty Management Science Society (AgMag) since 2016.

REFERENCES

Dr. Sarath Kodithuwakku

Professor

Department of Agricultural Economics and Business Management

Faculty of Agriculture

University of Peradeniya

E-mail: sarathabc@gmail.com

Dr. Jeevika Weerahewa

Professor

Department of Agricultural Economics and Business Management

Faculty of Agriculture

University of Peradeniya

E-mail: jeevikaw@gmail.com