

# SARATH S. KODITHUWAKKU

## Curriculum Vitae

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### 1. Academic Profile

Senior Professor specializing in Entrepreneurship, Agribusiness, and Management, with extensive experience in academic leadership, institutional governance, research, and policy engagement. Former Dean with demonstrated capability in faculty and university-level administration, including service as Acting Vice Chancellor. Currently serving as President of the Institute of Management of Sri Lanka.

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### 2. Research Profile

- Google Scholar Citations: **1,298** (431 since 2019)
  - h-index: **15** (10 since 2019)
  - i10-index: **23** (10 since 2019)
  - Ranked **#1 in Business & Management** (University of Peradeniya) and **#10 nationally** (AD Scientific Index)
  - Ranked **#1 in Entrepreneurship** (University of Peradeniya) and **#3 nationally** (AD Scientific Index)
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### 3. Academic Leadership & Governance

**Dean**, Faculty of Agriculture, University of Peradeniya (2021–2024)

**Head of Department**, Agricultural Economics & Business Management (Multiple terms)

**Acting Vice Chancellor**, University of Peradeniya (*Served on several occasions during tenure as Dean*)

**President**, Institute of Management of Sri Lanka (2017–Present)

**Chairman**, Board of Study in Business Administration, PGIA

**Director**, Agribusiness Centre (1998 -2011)

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

**Founder Coordinator**, MBA Programme, PGIA, University of Peradeniya (1998-2011 & 2016 to Present)

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## 4. Academic Appointments

**Senior Professor**, University of Peradeniya (2017 - Present)

**Professor**, University of Peradeniya (2009-2017)

**Assistant Professor**, Sultan Qaboos University, Oman (2011-2016)

**Senior Lecturer (Grade I & II)**, University of Peradeniya (1997-2009)

**Lecturer / Assistant Lecturer**, University of Peradeniya (1991-1997)

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

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## 5. Education

PhD (Entrepreneurship), University of Stirling, UK (1997)

MBA (Marketing), University of Stirling, UK (1993)

BSc Agriculture (Second Class Upper), University of Peradeniya (1990)

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## 6. Awards & Honors

**Annual Research Excellence Award 2023**- Faculty of Agriculture, University of Peradeniya.

**Excellence in Research Award**, University of Peradeniya, in recognition of excellence in Research (2021) based on the Transparent Research Performance Scheme Stipulated in UGC Circular 05.2018.

**Best Paper award** in Tract Entrepreneurship, Small Business and Innovation, at the 18th 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/tagline, the University of Peradeniya, Sri Lanka** (“A diamond thus far and beyond”) on the occasion of celebrating the 75th birthday of the University of Peradeniya (6th 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 29th International Conference on Entrepreneurship From Local to Global Enterprise Creation and Development. Institute for Small Business & Entrepreneurship. Cardiff- Caerdydd, UK. 31 October – 2nd 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 29th International Conference on Entrepreneurship From Local to Global Enterprise Creation and Development. Institute for Small Business & Entrepreneurship. Cardiff- Caerdydd, UK. 31st October – 2nd November 2006.

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## 7. Professional Memberships

**Professional Member**-Sri Lanka Institute of Agriculture (SLIAg) (26th August 2024 to date)

**Member**- International Council for Small Business-ICSB (4th 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 28th February 2011 to date).

**MSLIM** – Ordinary Member, Sri Lanka Institute of Marketing (2000 to 27th 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).

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## 8. Research Supervision

- Supervised approximately 200 undergraduate dissertations
  - Supervised approximately 100 MBA dissertations
  - Supervisory panel member for PhD candidates
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## 9. Consultancy & Policy Engagement

**Lead Researcher/Consultant-** Developing an Exit Plan for Dutch-Sponsored Horticultural Sector Training Activities in Sri Lanka for the Embassy of Netherlands in Sri Lanka (2023 August to September 2024)

**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 1st 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-** 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 Wanni 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)

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## 10. Editorial & Professional Roles

**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 ” (March 2016 - 2020).

**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.

**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 (31st 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-Wellnessa University of Sri Lanka, June 2015.

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

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# 11. Publications

## 11.1 Refereed Journal Articles

Weerakoon, C., & **Kodithuwakku, S. S.** (2026). How management practices shape innovation outcomes: A configurational analysis of centralization, environmental dynamism, and dual innovation in an emerging market. *European Business Review*.

Illandarage, D. W. W., & **Kodithuwakku, S. S.** (2024). Award-winning women business operators in Kandy district of Sri Lanka: Entrepreneurial bricolage. *Journal of Entrepreneurship and Business*, 12(1), 1–16.

Wickramapathirana, H. G., & **Kodithuwakku, S. S.** (2023). The linkage between ethnicity and opportunity recognition: A case study of micro-women entrepreneurs. *Peradeniya Management Review*, 3(2), 102–120.

Galappaththi, E. K Perera, C. D., Dharmasiri, I. P., Ford, J. D., **Kodithuwakku, S. S.**, Chicmana-Zapata, V., ... & Hangula, M. M. (2023). Policy responses to COVID-19 in Sri Lanka and the consideration of Indigenous Peoples. *Environmental Science & Policy*, 144, 110–123.

Weerakoon, C., & **Kodithuwakku, S. S.** (2023). Configurations of business model innovation: Unpacking practices in an emerging market context. *Journal of Entrepreneurship*, 32(1).

Shafna, A. M., & **Kodithuwakku, K. A. S. S.** (2022). Determinants of social entrepreneurial orientations of non-profit organizations. *Sri Lankan Journal of Entrepreneurship*, 3(1), 67–91.

de Alwis, D. T., **Kodithuwakku, K. A. S. S.**, & Hemachandra, D. (2022). Determinants of translating entrepreneurial intention to action. *Vidyodaya Journal of Management*, 8(2), 83–112.

Abhayarathne, M. H. R., & **Kodithuwakku, K. A. S. S.** (2018). Factors influencing entrepreneurial tendencies of undergraduates. *Sri Lankan Journal of Agricultural Sciences*, 55, 92–106.

Weerakoon, C., & **Kodithuwakku, S. S.** (2018). Entrepreneurial competencies and orientation. *Journal of Asia Entrepreneurship and Sustainability*, 14(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, 7-27. 21.

**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., & Galappaththi, I. M. (2017). Social-ecological resilience in entrepreneurship. *Marine Policy*, 86, 156–163.

**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.

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.

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.

**Kodithuwakku, S. S.**, & Rosa, P. (2002). Entrepreneurial success in a constrained environment. *Journal of Business Venturing*, 17(5), 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.

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## 11.2 Books & Book Chapters

Nathavitharana, V., Weerakoon, C., & **Kodithuwakku, S. S.** (Forthcoming). Acquiring leadership power in collective leadership spaces. In N. Muenjohn et al. (Eds.), *Leadership and Digital Transformation*. Routledge.

**Kodithuwakku, S. S.** (2022). Qualitative methods for policy analysis: Case study research strategy. In J. Weerahewa & A. Jcque (Eds.), *Agricultural Policy Analysis: Concepts and Tools for Emerging Economies*. Springer.

**Kodithuwakku, S. S.**, & Weerakoon, C. (2020). Embracing entrepreneurship in Sri Lankan agribusiness research. In R. P. De Silva et al. (Eds.), *Agricultural Research for Sustainable Food Systems in Sri Lanka*. Springer.

Weerahewa, J., Kodithuwakku, S. S., & Buhary, R. (2014). Export performance of enterprises in Sri Lanka. In *Trade Performance and Competitiveness*. UNESCAP.

De Silva, L. R., & **Kodithuwakku, S. S.** (2011). Pluriactivity and socio-economic success. In G. Alsos et al. (Eds.), *Handbook of Research on Entrepreneurship in Agriculture*. Edward Elgar.

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. Pinstrup-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.

### **11.3 Conference Proceedings (Full Papers)**

Dharmadasa S.K., **Kodithuwakku K.A.S.S.**, Galappaththi M., and Gunaratne L.H.P. (2023). The Entrepreneurial Decision-Making Approaches of Dried Fish Processing Business Operators in Coastal Sri Lanka. The Proceedings of the 18th International Research Conference on Management and Finance (IRCFM-2023). 17th November 2023.

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 18th International Conference on Business Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, 9th 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. 18th 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 09th December 2021).

Mimasha J.P.S., **Kodithuwakku S.S.** & Jayaweera V.W., (2021). A Quantitative and Qualitative Inquiry into Family Business Succession Planning. 18th 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 09th 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. 18th 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 09th 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. 18th 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 09th 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. 18th 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 09th 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. 18th 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 09th 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, 8th December 2018.

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## 11.5 Conference Abstracts - 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 15th Annual Meeting – Brussels (Belgium): SETAC Europe. p. 252

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## 11.6 Working Papers/Other Publications

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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.

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

## 12. Research Projects

**Project coordinator-** National Soybean Revitalization Initiative Launched under Faculty of Agriculture, University of Peradeniya, University of Illinois at Urbana Champaign and Department of Agriculture (FOA-UIUC-DoA) Collaboration with Sponsorship from Sivananthan Laboratories Inc.USA (2023 to date)

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

**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.

**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).

## 13. 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., **Kodithuwakku, S.**; Silva, P and Sanderatne, S (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.

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.

Silva, K.T., De Silva, S.B.D., **Kodithuwakku, S.S.**, Razak, M.G.M., Jayanath, A., Gunawardena, I.M. and L. Dorothy (1999). (Supplementary Report No 2 of 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.

## **14. Governance and Administrative Appointments**

**Member-Scientific Advisory Committee**-Tea Research Institute of Sri Lanka (29<sup>th</sup> January 2026 to date)

**Chairperson**-Fundraising Committee, **Rebuild Pera Project** initiated to support the restoration of the University of Peradeniya following the damages caused by Cyclone Ditwah and flood in late November 2025 (February, 2026 to date).

following the damages by Cyclone Ditwah and flood in late November 2025. University of Peradeniya

**Member-Board of Governance**-Colombo Institute of Sales and Distribution (3<sup>rd</sup> March 2026 to Date)

**Member-Board of Governance**-Hector Kobbakaduwa Agrarian Research and Training Institute (HARTI) (August 2022 to 13<sup>th</sup> November 2024)

**Member-Board of Management**, Postgraduate Institute of Medical Sciences, University of Peradeniya ( November 2021 to 13-11-2024)

**Member-Board of Management**, Postgraduate Institute of Humanities and Social Sciences, University of Peradeniya ( November 2021 to 13-11-2024)

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

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

**Member of the Board of Study, Sri Lanka Institute of Marketing** (from 2002 to 9th September 2011 and 5th June 2017 to 2021).

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

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

**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 (3rd March 2015 to 15th August 2016).

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

**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).

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

**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).

**Chairman** - Standing Committee Education, Institute of Management of Sri Lanka (2004 to 2010).

**Chairman** - Standing Committee Institution Development, Institute of Management of Sri Lanka (4th 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 (8th 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).

**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 (14th September 2001-2002).

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

## 15. Contact Information

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References are available upon request.

20<sup>th</sup> May 2026