

**Dr. M.G.P.P. MAHINDARATHNE**  
**Senior Lecturer (GII)**

Department of Export Agriculture  
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**1. PROFILE**

A mid-career academician and a researcher doctored from Faculty of Management and Economics, Dalian University of Technology, China. I obtained my Bachelor of Science in Agriculture degree and Master of Business Administration degree from the University of Peradeniya, Sri Lanka. My research interest is broadly in the discipline of Agribusiness Management particularly on Agriculture Entrepreneurship, Agri-supply chain management and Agriculture Marketing which are crucial and challenging tasks in Agribusiness. I am curious about exploring the possibilities of use of ICT in Agriculture Marketing and Agri-food Value Chain Development and also interested in promoting innovations and value addition in agribusiness.

**2. EDUCATIONAL QUALIFICATIONS**

**1. PhD Studies**

Date: September 30, 2018

Institution: Dalian University of Technology, Dalian, 116024, P.R.China

Thesis: Developing a Model to Explore the Information Seeking Behaviour of Farmers: A Study Based on Sri Lankan Farmers

Supervisor: Professor Qingfei Min, Professor of Information Systems, Faculty of Management and Economics, Dalian University of Technology, Dalian, 116024, P.R.China

**2. Master Degree - Master of Business Administration (MBA):**

Date: March 27, 2013

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

Thesis Title: Entrepreneurial Behaviour and Business Success of Small and Medium Scale Organic Vegetable Farmers in Badulla District

Thesis Supervisor: Professor L.H.P Gunarathne - B.Sc. (Statistics), B.Sc. (Agriculture) from University of Peradeniya, M.Sc., M.A., and PhD from University of Hawaii, USA.

**3. Bachelor Degree:**

Date: July 27, 2001

Institution: Faculty of Agriculture, University of Peradeniya, Sri Lanka

### 3. **ACADEMIC HONOURS (AWARDS, RECOGNITIONS AND SCHOLARSHIPS)**

- Chinese Government Scholarship offered by Chinese Scholarship Council (CSC) for PhD studies in China from Aug. 2014 to Sept. 2018.

### 4. **PUBLICATIONS**

#### *4.1 Peer Reviewed Journal Articles*

- **Mahindaratne MGPP**, Qingfei M. Developing a model to explore the information seeking behaviour of farmers [J]. *Journal of Documentation*, 2018, 74 (4):781-803.
- **Mahindaratne MGPP**, Qingfei M. Information needs and seeking patterns of farmers within the changing information environment: A case of Sri Lankan vegetable farmers [J]. *Journal of Information and Knowledge Management*, 2018, 8(4): 37-49.
- **Mahindaratne MGPP**, Gunarathne LHP. Entrepreneurial Orientation of Organic Farmers: A Case of Organic Vegetable Farmers in Badulla District of Sri Lanka [J]. *Journal of International Food & Agribusiness Marketing*, 2015, 4438:324 - 336.
- **Mahindaratne MGPP**, Entrepreneurial Behaviour and Business Success of Small Scale organic vegetable Farmers [J]. *International Journal of Research in Commerce and Management*, 2013, 9 (4):102-106.

#### *4.2 Abstracts/Extended Abstracts*

- Perera ,S.A.P.M. and **Mahindaratne, M.G.P.P.** ,(2012). “Analysis of Organic Products Supply Chain in Badulla District”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISSN: 2235-9877.
- Wanigasekara, P.G.G., **Mahindaratne, M.G.P.P.** and Weyhenage, S. P. (2012). ”Consumer Evaluation of Brand Extension with Reference on CIC Brand Name”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka, ISBN: 2235-9877.
- Prasad, D.M.D., **Mahindaratne, M.G.P.P.** and Rajasinghe, J. C. K. (2012). “Level of Adoption of TRI Fertilizer Recommendations in Mid Country Region”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.
- Madhusankha, B.P. and **Mahindaratne, M.G.P.P.** (2012). “Analysis Of Diversification Strategies Adopted By Tea Plantations”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.
- Dematanpitiya, D.A.K.T., **Mahindaratne, M.G.P.P.** and Kahandawa, U. (2012). “Determination of Factors Affecting on Ceylon Green Tea Exportation”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.
- Wisnagalage, N.N., **Mahindaratne, M.G.P.P.** and Ganapathy, C. M. (2012). “Factors Affecting on Penetrating into European Union (EU) Tea Market”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.
- Silva De, K.S.M. and **Mahindaratne, M. G. P. P.** (2012). “Factors Affecting Towards Purchasing of Value Added Tea Products”, Research Symposium, 22-23 Nov (2012), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.

- Subasinghe, S.G.N.K, **Mahindarathne, M.G.P.P**, and Disna, A.P.P. (2010). “Empirical study to compare costs and benefits of conventional and organic pepper production systems in Matale district”, Research Symposium, 16-17 Sept (2010): pp 66, Uva Wellassa University, Sri Lanka. ISBN:978-955-0481-00-2
- Indigahawela, H.I.S.W., **Mahindarathne, M.G.P.P** and Bandara, L. (2011). Study on Factors Affecting the Farmer’s Decision to Practice Proper Safety Measures in Agro Chemical Application”, Research Symposium, 15-16 December (2011), Uva Wellassa University, Sri Lanka. ISSN: 2235-9877.
- Abeyrathne, S.M.J.C., **Mahindarathne, M.G.P.P** and Bandara, C. (2011).Analysis of Factors Affecting on tea Exporters Decision for value Addition”, Research Symposium, 15-16 December (2011), Uva Wellassa University, Sri Lanka. ISSN: 2235-9877.
- Tennakoon, T.M.N., **Mahindarathne, M.G.P.P** and Wijewardhana, H.V.P., (2011). “Study of Application Potentials of Ultra-Modern Technology for Profit Maximization in Ceylon Cinnamon Industry”, Research Symposium, 15-16 December (2011), Uva Wellassa University, Sri Lanka. ISBN: 2235-9877.
- Buddhika, S.M.T. Kiriwaththuduwage, K.D.S. and, **Mahindarathne, M.G.P.P**. (2010). “An empirical study to analyze deviation in farmer practices from label information of Rice herbicides in Kurunegala district of Sri Lanka”, Research Symposium, 16-17 Sept (2010): pp 46, Uva Wellassa University, Sri Lanka. ISBN:978-955-0481-00-2
- Tennakoon, T.M.D.M., **Mahindarathne, M.G.P.P** and Bandara, L. (2011). “Determination of Factors Affecting Pesticide use Decision of vegetable Farmers in Nuwara Eliya. Bandarawela and Welimada Area”. Research Symposium, 15-16 December (2011), Uva Wellassa University, Sri Lanka. ISSN: 2235-9877.

## 5. **TEACHING CONTRIBUTION**

I conduct following course modules to the undergraduates of Faculty of Animal Science and Export Agriculture;

- Agribusiness Management (EAG 221-2)
- Agriculture Entrepreneurship (EAG 326-2)
- Agri Food Supply Chain Management (EAG 362-2)
- Agriculture Enterprises (EAG 345-0)
- Innovation and Creativity Management (EAG 421-2)
- New Product Development and Value Addition ( EAG 441-2)

## 6. **WORK EXPERIENCE**

2008 Aug – to date                      Senior Lecture (II), Department of Export Agriculture, faculty of Animal Science and export Agriculture, Uva Wellassa University, Badulla, Sri Lanka.

2008 Feb – 2008 Aug                    Chief Operating Officer, Gampaha District Chamber of Commerce, Federation of chamber of Commerce and Industries of Sri Lanka (FCCISL), Colombo.

- Promotion of chamber activities and membership among the prospective businessmen
  - Organizing and coordinating Trade Fairs and Exhibitions on behalf of Chamber
  - Facilitating Business Match Making
  - Coordinating FCCISL activities
  - Business advisory
  - Lobbying activities
- 2006 Dec- 2008 Feb   Coordinator/Consultant to Nucleus Entrepreneurs Foundation, Small & Medium Enterprises Development Network, Colombo
- Counsel Chamber presidents, Board of Directors and CEOs, Counselors and entrepreneurs in creation and maintenance of Nucleus business groups.
  - Organizing and coordinating Trade Fairs and Exhibitions on behalf of chambers and Nucleus Entrepreneurs Network.
  - Assist to counsel and train Nucleus Business Counselors.
  - Evaluate the performance of the counselors.
- 2006 Jan – 2006 Dec   Project Officer – Capacity Building, Actionaid International Sri Lanka, Colombo
- Capacity assessment of partner organizations.
  - Implementing, monitoring and evaluation of Community Led Participatory Change Plan process in 270 villages where Actionaid works with.
  - Assisting the Capacity Building of Partner organizations and Community.
  - Assisting Disability Care and HIV/AIDS prevention program.
  - Preparation of monthly, quarterly progress reports of the unit.
  - Working with communication unit to prepare promotional materials for HIV/AIDS and Disability
- 2005 – 2006            Agribusiness Analyst – National Agribusiness Council, Colombo
- Collecting, compiling and dissemination of Agribusiness Information for the network of 22 trade organizations registered under NAC and to other clients.
  - Promoting the NAC services and widening the memberships. (Preparation of leaflets, attending workshops and meetings etc.).
  - Preparation of Proposals and Business Reports.
- 2003 – 2005            Research Assistant – Industrial Services Bureau, Kurunegala
- 2002 – 2003            Quality Control Officer – Godrej Sara Lee Lanka (Pvt) Ltd., Mount Lavinia.
- 2001 – 2002            Temporary Academic Staff Member – department of Food Science and Technology, Faculty of Agriculture, University of Peradeniya.

## **7. TRAININGS AND WORKSHOPS ATTENDED**

### **Exposure to International Workshops, Conferences and Training:**

- 4th International Conference on Geo Information Technology for Natural Disaster Management co-organized by Uva Wellassa University at Colombo, Sri Lanka from August 14 and 15, 2012.
- Training Course on Logistic Management in Agribusiness organized by Asian Productivity Organization at Teheran, IR Iran from Jan 28 to Feb 3, 2012
- International Workshop on “Integrating Small Enterprises to the Wider Economy” organized by SEED (Gte) Pvt. Limited at Kandy, Sri Lanka in April 2005.
- International Conference: Better Air Quality 2004 (BAQ 2004), held in Agra, India from December 02 to 06, 2004.

### **Exposure to Local Workshops, Conferences and Training:**

- “Improving Higher Education Effectiveness” (SDC-SLAIHEE) Conference 2010, organized by Joint Staff Development Centre of Sri Lanka Association for Improving Higher Education Effectiveness, 2010.
- “Challenges in Sustaining Best Practices in Higher Education” organized by Sri Lanka Association for Improving Higher Education Effectiveness (SLAIHEE), 2010.
- Seminar on “Academics, Exporters and Export Development Board Dialogue on Major Export Products of Sri Lanka” organized by Export Development Board of Sri Lanka, 2009.
- In-house Training Program on “Industrial Standardization, Quality Management and Certification”, organized by Staff Development Centre, Uva Wellassa University, 2009.
- Theme seminar organized on “Science Education for Sustainable Development” by Sri Lanka Association for Improving Higher Education Effectiveness (SLAIHEE), 2009.
- Workshop on “Institutional Review Process in Universities” conducted by Quality Assurance and Accreditation Council, Sri Lanka, 2009.
- Conference on “Global Climate Change and its Impacts on Agriculture”, organized by the Clean Development Mechanism (CDM) Study Centre, Faculty of Agriculture, University of Peradeniya, 2009.
- Workshop on “Making Teaching More Effective” conducted by Sri Lanka Association for Improving Higher Education Effectiveness (SLAIHEE), 2009.
- Workshop on “ISO 22000” organized by Staff Development Centre, Uva Wellassa University, 2009.
- Workshop on “Organic Agriculture and its future potentials” organized by Staff Development Centre, Uva Wellassa University, 2009.
- 3 days TOT workshop on ASAP - Accelerated Skills Acquisition Program organized by Ministry of Education, Sri Lanka and Federation of chamber of commerce and Industries in Sri Lanka with the patronage of USAID, 2008.
- 10 days TOT workshop on Community Led Participatory Change Plan Process – CLPCP, conducted by Praxis India, 2006.

- 3 days training workshop on De-Bono Six Thinking Hats, a facilitation methodology in Product Development, Strategic Planning and Problem Solving organized by PMSE, GTZ Sri Lanka, 2006.
- 10 days TOT workshop on Nucleus approach of SME Development, conducted by GTZ-PMSE, 2006.
- A six weeks certificate course on “Import and Export Procedures” conducted by Industrial Services Bureau, Kurunegala, Sri Lanka, 2005.
- “Noise Level Measurement and Control” conducted by National Engineering Research and Development Centre” (NERD), Ekala, 2005.
- Three-day certificate course on “Hazard Analysis Critical Control Point” (HACCP) conducted by Industrial Services Bureau, Kurunegala, Sri Lanka, 2005.

## **8. EDITOR/REVIEWER ASSIGNMENTS**

- Editorial Board Member –Journal of Business Administration Research / <https://ojs.bilpublishing.com/index.php/jbar/about/editorialTeam>
- Reviewer –International Journal of Agricultural Economics/ <http://www.sciencepublishinggroup.com/journal/peerreviewers?journalid=232>
- Reviewer – Journal of Agriculture and Value Addition (JAVA) /

## **9. PERSONAL INFORMATION**

Surname : Mahindarathne  
 Name : Prasad Priyashantha  
 Gender : Male  
 Date of Birth : 1974.12.24.  
 Marital Status : Married  
 Nationality : Sri Lankan