

**Ms. A.M.C. Amarakoon**  
**Lecturer (Probationary)**

Department of Export Agriculture  
Faculty of Animal Science and Export Agriculture  
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## 1. PROFILE

A scientist in the field of Agricultural Marketing having graduated in Export Agriculture and specialized in Entrepreneurial Agriculture and mastering in marketing with research interests on Agri-produce Marketing, Sustainable Marketing and International Marketing. Committed to serve and uplift the organization being determined, diligent and responsible.

## 2. EDUCATIONAL QUALIFICATIONS

Master of Philosophy (Reading) - University of Colombo

Bachelor of Science in Export Agriculture (Sp. Entrepreneurial Agriculture) - Uva Wellassa University

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

Vice Chancellor's Award for the best performance in Export Agriculture Degree Programme, Convocation, 2013

Gold Medal - Synergizing Marketing Communications, Sri Lanka Institute of Marketing (SLIM), Certification Ceremony, 2014

## 4. PUBLICATIONS

### 4.1 Abstracts/Extended Abstracts

- B.A.G.C.U. Abeyrathne, M.G.P.P. Mahindaratne and **A.M.C. Amarakoon**, Impacts of Green Brand Benefits on Retailer Brand Loyalty, Proceedings of the 3rd International Research Symposium of Uva Wellassa University, pg 110, February 7-9, 2019.
- M.K. Senarathna, M.G.P.P. Mahindaratne, **A.M.C. Amarakoon** and A.W.T. Dharmasena, Analyzing the Promotion of Local Healthy Fast Food through Hela Bojun Project, Proceedings of the 3rd International Research Symposium of Uva Wellassa University, pg 120, February 7-9, 2019.
- G.D.U. Niroshini, R.A.P.I.S. Dharmadasa and **A.M.C. Amarakoon**, Exporters' Willingness to Adopt Tea Hub Concept in Sri Lanka, Proceedings of the 3rd International Research Symposium of Uva Wellassa University, pg 127, February 7-9, 2019.
- H.D.R. Sameera, R.U. Dissanayaka, K.P.M. Kahandage, **A.M.C. Amarakoon** and W.A.J.P. Wijesinghe, The Role of Food Quality and Safety Certificates of Biscuits on Purchasing Behavior of Consumers in Colombo District, Proceedings of the 3rd International Research Symposium of Uva Wellassa University, pg 287, February 7-9, 2019.
- D.H.I.S. Ranaweera, R.A.P.I.S. Dharmadasa, **A.M.C. Amarakoon** and U.D.S. Kulasiri, Willingness of Consumers to 3 in 1 Instant Milk Tea Sachet Packets, Proceedings of the 2nd International Research Symposium of Uva Wellassa University, pg 146, February 1-2, 2018.

- E.M.C.P.K. Ekanayaka, R.A.P.I.S. Dharmadasa and **A.M.C. Amarakoon** and C. Dissanayaka, Determinants of Manufacturer's Price of Silver Tips, Proceedings of the 2nd International Research Symposium of Uva Wellassa University, pg 147, February 1-2, 2018.
- S.C. Senevirathne., R.A.P.I.S. Dharmadasa and **A.M.C. Amarakoon**, Influence of Tea Packing Design towards Consumer Buying Behaviour, Proceedings of the 2nd International Research Symposium of Uva Wellassa University, pg 216, February 1-2, 2018.
- G.W.S. Chaturika, R.A.P.I.S. Dharmadasa, **A.M.C. Amarakoon** and Dilshard Perera, Popularity of Herbal based Face Washes among Females in Colombo District of Sri Lanka, Proceedings of the International Research Symposium of Uva Wellassa University, pg 84, January 19-20, 2017.
- Suheina F., R.A.P.I.S. Dharmadasa and **A.M.C. Amarakoon**, Impact of Chronic Kidney Disease on Technical Efficiency of the Paddy Cultivation in Medawachchiya Division, Anuradhapura District, Proceedings of the International Research Symposium of Uva Wellassa University, pg 86, January 19-20, 2017.
- Subadarshani M., R.A.P.I.S. Dharmadasa and **A.M.C. Amarakoon**, Labor Migration Decision Making Behavior in Tea Estates (Special Reference to Nuwaraeliya District), Proceedings of the International Research Symposium of Uva Wellassa University, pg 90, January 19-20, 2017.
- M. Aphinaya, R.M.C.W.M. Rathnayake, **A.M.C. Amarakoon** and S. Sivakumar, Developing Marketing Information System for Fruit Marketing, Proceedings of the Research Symposium of Uva Wellassa University, pg 163, January 29-30, 2016.
- D.A.O.C. De Silva, P.E. Kaliyadasa, **A.M.C Amarakoon** and B. Balamurali, Determinants of the Level of Value Added Product Exportation in Tea Industry of Sri Lanka, Proceedings of the Research Symposium of Uva Wellassa University, pg 165, January 29-30, 2016.
- R. Kirusiya, K.G. Premathilake, **A.M.C Amarakoon** and A. Chitty, Determinants of Ceylon Black Tea Market Penetration in Chinese Tea Market, Proceedings of the Research Symposium of Uva Wellassa University, pg 166, January 29-30, 2016.
- N.U.M. Perera, P.E. Kaliyadasa, **A.M.C Amarakoon**, J.K.M.D. Chandrasiri and S.M.P.C. Padmini, Identification of Present Status and Constraints of the flower vendors in Two Selected Religious Areas, Proceedings of the Research Symposium of Uva Wellassa University, pg 159, January 29-30, 2016.
- W.S.P. Jayathilaka, L.M.H.R. Alwis, **A.M.C. Amarakoon**, T.D. Batuwantudawa and G. Palaketiya, Determinants of Value Added Production in Cinnamon Industry, Proceedings of the Research Symposium of Uva Wellassa University, pg 162, January 29-30, 2016.
- **A.M.C. Amarakoon** and T.P.J. Liyanage, Impact of Eco-friendly Attitudes on Consumer Behaviour, Asian Academic Research Journal of Social Sciences and Humanities, pg 21-30, Volume 2, Issue 7, December 2015 (Online ISSN : 2278 – 859X).
- **A.M.C. Amarakoon**, M.G.P.P. Mahindaratne and P. Dematawa, Consumer Comprehension and Usage of Nutritional Labelling in Food Purchasing, Proceedings of the Research Symposium of Uva Wellassa University, pg 1-3, December 12-13, 2013.

#### ***4.2 Scientific Presentations***

- Consumer Comprehension and Usage of Nutritional Labelling in Food Purchasing, Research Symposium, Uva Wellassa University, December 12-13, 2013
- Impact of Tea Packaging design on Consumer Buying Behavior, 2nd International Symposium on Agriculture, Eastern University, Sri Lanka, 9th January 2019

#### **4.5 Theses/Dissertations**

Consumer Comprehension and Usage of Nutritional Labelling in Food Purchasing

#### **5. RECENT RESEARCH PROJECTS INVOLVED**

Determinants of crop selection decision of small and medium scale vegetable farmers

#### **6. GRANTS RECEIVED**

UWU Research Grant: Determinants of crop selection decision of small and medium scale vegetable farmers

#### **7. THESIS SUPERVISION**

- Impacts of Green Brand Benefits on Retailer Brand Loyalty
- Analyzing the Promotion of Local Healthy Fast Food through Hela Bojun Project
- Consumer Preference for an Innovative Coconut Ice Cream
- Exporters' Willingness to Adopt Tea Hub Concept in Sri Lanka
- Consumer Preference and Buying Behavior of Branded Coconut Milk Products: A Case in Western Province
- Consumer Buying Behavior on Aloe Vera (*Aloe barbadensis Mill.*) and Papaya (*Carica papaya*) Natural Anti-Ageing Face Cream
- Willingness of Consumers to 3 in 1 Instant Milk Tea Sachet Packets
- Determinants of Manufacturer's Price of Silver Tips
- Influence of Tea Packing Design towards Consumer Buying Behaviour
- Popularity of Herbal based Face Washes among Females in Colombo District of Sri Lanka
- Impact of Chronic Kidney Disease on Technical Efficiency of the Paddy Cultivation in Medawachchiya Division, Anuradhapura District
- Labor Migration Decision Making Behavior in Tea Estates (Special Reference to Nuwaraeliya District)
- Developing Marketing Information System for Fruit Marketing
- Determinants of the Level of Value Added Product Exportation in Tea Industry of Sri Lanka
- Determinants of Ceylon Black Tea Market Penetration in Chinese Tea Market
- Identification of Present Status and Constraints of the Flower Vendors in Two Selected Religious Areas
- Determinants of Value Added Production in Cinnamon Industry

#### **8. TEACHING CONTRIBUTION**

- Agricultural Marketing and Price Analysis
- Agricultural Entrepreneurship
- International Marketing

## **9. WORK EXPERIENCE**

August 2016 - Present: Lecturer (Probationary), Department of Export Agriculture, Uva Wellassa University, Sri Lanka

May 2014 – August 2016: Temporary Lecturer, Department of Export Agriculture, Uva Wellassa University, Sri Lanka

## **10. CONSULTANCIES**

Project on Information Management and Dissemination System for Farmers in Badulla District: EU BCoB Project – Uva, 2017-2018

Project on Farmer Productivity after Obtaining Subsidized Equipment and Technical Training: Uva Provincial Department of Agriculture, Badulla, 2018-2019

## **11. TRAININGS AND WORKSHOPS ATTENDED**

Workshop on Structural Equation Modeling (with AMOS) for Quantitative Research: National Centre for Advanced Studies (NCAS), Sri Lanka: February 2019

Workshop on Statistics using Excel and SPSS: Uva Wellassa University, August 2018

e-Learning Course on ICT-based Services for Agricultural Extension: SLIDA, Sri Lanka: November 2017

## **12. PERSONAL INFORMATION**

Surname : Amarakoon  
Name : Chamali  
Gender : Female  
Date of Birth : 07<sup>th</sup> April 1989  
Marital Status : Unmarried  
Nationality : Sri Lankan