

Copyright © July 2023

GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY

All rights reserved. No part of this publication may be reproduced, stored in a retrieved system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written consent of the publisher.

National Library of Sri Lanka – Cataloging - In Publication Data

JOURNAL OF MANAGEMENT, SOCIAL SCIENCES AND HUMANITIES
Volume 4 Issue 1 (2023)

ISSN 2579-1974

Published by General Sir John Kotelawala Defence University, Sri Lanka

Disclaimer

Responsibilities of the content of papers included in this publication remain with the respective authors. Editorial board and the Faculty of Management, Social Sciences and Humanities have no responsibility over the content or errors in the individual articles.

Printed by: KDU Press, Ratmalana, Sri Lanka

JMSH

Journal of Management, Social Sciences and Humanities (JMSH) is a double blind reviewed, bi-annual journal with an aim of becoming a leading Journal in the disciplines of Management, Social Sciences and Humanities. The scope of the journal covers theoretical and empirical research in the above three domains. The journal welcomes the submission of manuscripts of original, innovative, and high-quality papers that advance conceptual and empirical knowledge in the relevant fields.

EDITOR IN CHIEF

Dr. Tamara Jayasundera

General Sir John Kotelawala Defence University, Sri Lanka

EDITORIAL BOARD

Mr. Kithsiri Amaratunga, General Sir John Kotelawala Defence University, Sri Lanka

Prof. WPR Wickramaratne, General Sir John Kotelawala Defence University, Sri Lanka

Dr. RMNT Sirisoma, General Sir John Kotelawala Defence University, Sri Lanka

Dr. Wasantha Premarathne, General Sir John Kotelawala Defence University, Sri Lanka

Dr. KR Ambepititya, General Sir John Kotelawala Defence University, Sri Lanka

Mr. Nuwan Herath, General Sir John Kotelawala Defence University, Sri Lanka

Maj. JPWK Abeyawickrama, General Sir John Kotelawala Defence University, Sri Lanka

Ms. ID Wattuhewa, General Sir John Kotelawala Defence University, Sri Lanka

Dr. MTN Wijetunge, General Sir John Kotelawala Defence University, Sri Lanka

Ms. DDL Willarachchi, General Sir John Kotelawala Defence University, Sri Lanka

ADVISORY EDITORS

Emeritus Prof. Kalinga Tudor Silva

Professor Emeritus, University of Peradeniya

Emeritus Prof. P. Hewage

Senior Professor, General Sir John Kotelawala Defence University

Snr. Prof. A.S.P. Abhayaratne

Senior Professor, University of Peradeniya

Prof. ASPG Manawaduge

Professor, University of Sri Jayewardenepura

Prof. Aruna Gamage

Professor, University of Sri Jayewardenepura

Prof. NWK Galahitiyawe

Senior Lecturer (Grade I), University of Sri Jayewardenepura

Prof. M. Saman Dassanayake

Professor, Meiji University

Prof. Dinesh Samarasinghe

Professor, University of Moratuwa

Prof. Ravi Dissanayaka

Professor, University of Kelaniya

Prof. Renuka Herath

Senior Lecturer, University of Kelaniya

Prof. Asantha Attanayake Barborich

Senior Lecturer, University of Colombo

Dr. Bhagyavi Sandareka Habaragoda

Senior Lecturer (Grade I), Wayamba University of Sri Lanka

Dr. Chaminda Wijethilaka

Senior Lecturer in Accounting, University of Essex (UK)

CONTENT

- 1 Crop Diversification and its Determinants among Vegetable Farmers in Kotagala, Nuwara Eliya District in Sri Lanka**
Arupillai Thayaparan, R. Ushadhani and G.Y.N. Gunathilaka
- 26 Factors Affecting Urban Consumer Intention towards Online Purchasing of Agricultural Commodities in Sri Lanka**
I.I. Gangewatta, I.V. Kuruppu and D.U.S. Wijeratne
- 55 Factors Affecting Employability of Big Data Professionals: An Analysis with Special Reference to Logistics Companies in Sri Lanka**
Lahiru Gunathilake, Vihanga Weerasinghe, Malsha Gishanthi, Ovindi Kumarasinghe and Kelum Kumarasinghe
- 98 Role of Mindfulness in Entrepreneurial Success: A Review**
B. M. N. J. K. Balasooriya, K.A.S. Dhammika and D.K. Sewwandi
- 118 A Review of the Modern Methodological Approaches to Tracking Elephant Intrusion in Sri Lanka**
K. Nijamir, K.A.J.M. Kuruppuarachchi and B.D. Madurapperuma
- 142 Economics: In Search of Relevance and Excellence in University Teaching in Sri Lanka**
S.R.S.D. K. Weerawansa and T.U Hewage