ISSN 1391 – 9601

SRI LANKAN JOURNAL OF BUSINESS ECONOMICS [SLJBE]

VOLUME 06 2016

FARMERS' ADOPTION OF NEW AGRICULTURAL TECHNOLOGY PROGRAMME IN HAMBANTOTA DISTRICT IN SRI LANKA: AN ANALYSIS OF CONSTRAINING FACTORS
K. N. Nadeeshani Silva and Tom Broekel

IS DIGITAL TAX BITTER OR BETTER FOR AN ECONOMY? REFERRING TO A CASE ON EXPORT DRIVEN INFORMATION COMMUNICATION TECHNOLOGY SECTOR IN SRI LANKA
Aluthgamage Hasintha S. Pemerathna

WHAT DETERMINES RECREATIONAL TELEVISION BEHAVIOUR OF PEOPLE? A STUDY WITH REFERENCE TO THE GAMPAHA DISTRICT
K.V. A. H. P. Wijenayake and G. R. S. R. C. Samaraweera

EDUCATION SERVICE DELIVERY ECONOMICS OF THE SRI LANKAN STATE UNIVERSITY SYSTEM: COST COMPETITIVENESS, CONCERNS, AND STRATEGIC OPPORTUNITIES
T. Lalithasiri Gunaruwan, Thilini Samarasekara, and A. P. E. Gamage

FACTORS CONTRIBUTING TO STUDENTS' ACADEMIC PERFORMANCE: A CASE OF UNIVERSITY OF SRI JAYEWARDENEPURA, SRI LANKA
M. A. K. Sriyalatha

INCENTIVES FOR ADOPTION OF ENVIRONMENTAL MANAGEMENT PRACTICES AMONG TEXTILE AND APPAREL MANUFACTURES IN SRI LANKA
D. W. K. Hemachandra

DEPARTMENT OF BUSINESS ECONOMICS
UNIVERSITY OF SRI JAYEWARDENEPURA
SRI LANKA

SRI LANKAN JOURNAL OF BUSINESS ECONOMICS [SLJBE]

EDITORIAL BOARD

Professor Sampath Amaratunga
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

Professor H. H. D. N. P. Opatha
Department of Human Resource Management
University of Sri Jayewardenepura, Sri Lanka

Dr. U. Anura Kumara
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

Professor (Ms.) D. S. R. Samarasinghe
Department of Marketing Management
University of Sri Jayewardenepura, Sri Lanka

Dr. (Ms.) M. S. S. Perera
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

The SLJBE is a peer-reviewed journal annually published by the Department of Business Economics, University of Sri Jayewardenepura. The journal serves as a forum for the dissemination of knowledge and understanding of business economics and related disciplines, and is devoted to the study of economic issues and problems related to business enterprises employing both theoretical and empirical enquiry. It promotes multi-disciplinary research and encourages international scientific cooperation and understanding among its main audiences: educators, researchers, policy makers, practitioners, and graduate students.

SRI LANKAN JOURNAL OF BUSINESS ECONOMICS [SLJBE]

Executive Editor

Dr. (Ms.) W. S. Handapangoda

Editorial Assistants

Ms. J. I. Madukala
Mr. D. P. Rajapakshe

2016

© **DEPARTMENT OF BUSINESS ECONOMICS**
Faculty of Management Studies and Commerce
University of Sri Jayewardenepura
Nugegoda
SRI LANKA
Tele: +94 112802005
Email: bec@sjp.ac.lk

ISSN 1391-9601

All rights reserved.

TABLE OF CONTENTS **PAGE NO.**

FARMERS' ADOPTION OF NEW AGRICULTURAL TECHNOLOGY PROGRAMME IN HAMBANTOTA DISTRICT IN SRI LANKA: AN ANALYSIS OF CONSTRAINING FACTORS 1
K. N. Nadeeshani Silva and Tom Broekel

IS DIGITAL TAX BITTER OR BETTER FOR AN ECONOMY? REFERRING TO A CASE ON EXPORT DRIVEN INFORMATION COMMUNICATION TECHNOLOGY SECTOR IN SRI LANKA 22
Aluthgamage Hasintha S. Pemerathna

WHAT DETERMINES RECREATIONAL TELEVISION BEHAVIOUR OF PEOPLE? A STUDY WITH REFERENCE TO THE GAMPAHA DISTRICT 40
K.V. A. H. P. Wijenayake and G. R. S. R. C. Samaraweera

EDUCATION SERVICE DELIVERY ECONOMICS OF THE SRI LANKAN STATE UNIVERSITY SYSTEM: COST COMPETITIVENESS, CONCERNS, AND STRATEGIC OPPORTUNITIES 63
T. Lalithasiri Gunaruwan, Thilini Samarasekara, and A. P. E. Gamage

FACTORS CONTRIBUTING TO STUDENTS' ACADEMIC PERFORMANCE: A CASE OF UNIVERSITY OF SRI JAYEWARDENEPURA, SRI LANKA 76
M. A. K. Sriyalatha

INCENTIVES FOR ADOPTION OF ENVIRONMENTAL MANAGEMENT PRACTICES AMONG TEXTILE AND APPAREL MANUFACTURES IN SRI LANKA 97
D. W. K. Hemachandra

The Editorial Board of the SLJBE is thankful to the Organizing Committee of the 13th International Conference on Business Management, University of Sri Jayewardenepura, and Dr. (Ms.) Mufeeda Irshad, Coordinator of the Business Communication Unit of the Faculty of Management Studies and Commerce, University of Sri Jayewardenepura for all the support and assistance extended in publishing this volume.