

SRI LANKAN JOURNAL OF BUSINESS ECONOMICS [SLJBE]

VOLUME 10, ISSUE II

NOVEMBER 2021

GREEN MARKETING INCLINATION: A STUDY OF GREEN MARKETING MIX STRATEGIES FOR THE SERVICE SECTOR IN SRI LANKA

Alwis P.D.S.M. and Manel D.P.K.

A REVIEW OF EMPIRICAL LITERATURE ON ECONOMIC AND NON-ECONOMIC DETERMINANTS OF CHILD MALNUTRITION

Rathnayake R.M.L., Semasinghe W.M. and Gunathilake M.M.

EFFECT OF UNIVERSITY IMAGE, LOCATION, ROLE OF ACADEMIC STAFF AND CURRICULUM CONTENT ON STUDENT SATISFACTION: CASE STUDY OF SELECTED SRI LANKAN STATE UNIVERSITIES

Sriyalatha M.A.K.

PREFERENCES OF JOB ATTRIBUTES AND ITS DETERMINANTS: A CONJOINT ANALYSIS

Jinadasa P.G.P.H.K., Thayaparan K.A. and Gunathilaka G.Y.N.

A REVIEW ON AGRICULTURAL CREDIT ISSUES AND RELATED POLICIES ADDRESSING COMPETITIVE MARKET BASED ECONOMY IN SRI LANKA DURING THE TRANSITION PERIOD OF PRE COVID-19 AND POST COVID-19 PERIOD

De Silva L.D.I.

CHALLENGES FACED BY SMES DURING THE COVID 19 PANDEMIC

Kengatharan L. and Balaputhiran S.



**DEPARTMENT OF BUSINESS ECONOMICS
UNIVERSITY OF SRI JAYEWARDENEPURA
SRI LANKA**

EDITORIAL BOARD

Senior Professor Sampath Amaratunge
Senior Professor Chair - Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

Senior Professor W. Indralal De Silva
Professor Emeritus, Department of Demography
University of Colombo, Sri Lanka

Professor P.J. Kumarasinghe
Head - Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

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

Dr. (Ms.) P.P. Lalanie
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

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

Dr. (Ms.) W.S. Handapangoda
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

EXECUTIVE EDITOR

Dr. (Mrs.) D.R.J. Siriwardhane

© DEPARTMENT OF BUSINESS ECONOMICS

Faculty of Management Studies and Commerce

University of Sri Jayewardenepura

Nugegoda

SRI LANKA

Tele: +94 112802005

Email: sljbe@sjp.ac.lk

ISSN 1391-9601

All rights reserved.

2021

SRI LANKAN JOURNAL OF BUSINESS ECONOMICS [SLJBE]

EDITORIAL ASSISTANT

Ms. T.L. Navaratne
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

FORMATTING ASSISTANTS

Ms. S.G.U.S. Chandrarathne
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

Mr. A.D. Hettiarachchi
Department of Business Economics
University of Sri Jayewardenepura, Sri Lanka

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

EXECUTIVE EDITOR - SLJBE

TABLE OF CONTENTS	PAGE NO.
GREEN MARKETING INCLINATION: A STUDY OF GREEN MARKETING MIX STRATEGIES FOR THE SERVICE SECTOR IN SRI LANKA <i>Alwis P.D.S.M. and Manel D.P.K.</i>	1
A REVIEW OF EMPIRICAL LITERATURE ON ECONOMIC AND NON-ECONOMIC DETERMINANTS OF CHILD MALNUTRITION <i>Rathnayake R.M.L., Semasinghe W.M. and Gunathilake M.M.</i>	19
EFFECT OF UNIVERSITY IMAGE, LOCATION, ROLE OF ACADEMIC STAFF AND CURRICULUM CONTENT ON STUDENT SATISFACTION: CASE STUDY OF SELECTED SRI LANKAN STATE UNIVERSITIES <i>Sriyalatha M.A.K.</i>	39
PREFERENCES OF JOB ATTRIBUTES AND ITS DETERMINANTS: A CONJOINT ANALYSIS <i>Jinadasa P.G.P.H.K., Thayaparan K.A. and Gunathilaka G.Y.N.</i>	56
A REVIEW ON AGRICULTURAL CREDIT ISSUES AND RELATED POLICIES ADDRESSING COMPETITIVE MARKET BASED ECONOMY IN SRI LANKA DURING THE TRANSITION PERIOD OF PRE COVID-19 AND POST COVID-19 PERIOD <i>De Silva L.D.I.</i>	77
CHALLENGES FACED BY SMES DURING THE COVID 19 PANDEMIC <i>Kengatharan L. and Balaputhiran S.</i>	90