

## Technical Session Schedule ICDA 2021

Day 1 (3<sup>rd</sup> Dec 2021)

Session I: Agricultural Economics, Entrepreneurship and Agribusiness Management

Time: 2.00 pm – 3.40 pm

Venue: Auditorium

Chairpersons: Prof. C. Sivayoganathan and Dr. Y. Nanthagopan

Zoom Link: <https://learn.zoom.us/j/66895289586?pwd=dE94RTM5Y1NDV1VUOFhnMWgwmbmpqUT09>

Meeting ID: 668 9528 9586

Passcode: U8c%Xaz&

No	Time	Title and authors
1	2.00 pm - 2.10 pm	Perceived Social Identity Based on Affiliation to Natural Commons within the Community: A Case Study in a Tank Cascade System in Sri Lanka <b><u>R.M.M.P. Rathnayaka</u></b> and A. Jayaweera
2	2.10 pm - 2.20 pm	Incorporating Stakeholder Preferences for Effective Management of Hikkaduwa Marine Protected Area: A Multicriteria Analysis <b><u>I.J. Gunawardena</u></b> , J.M.M. Udugama and T.P.S.R. Guruge
3	2.20 pm - 2.30 pm	Small and Medium Enterprises' Impact on Achieving the Sustainability in Agricultural Sector for Rural Development <b><u>A.N.N.M. Gunasekara</u></b>
4	2.30 pm - 2.40 pm	Coupling of Agriculture with the Tourism for the Sustainable Livelihood Development of Small – Scale Farmers (Special Reference to Southern Province) <b><u>L.U.C.C. Jayamali</u></b> and D.L.A.H. Shammika
5	2.40 pm - 2.50 pm	Impact of Gender on Consumers' Agreeableness on the Structural Ecological Cues in Environmentally Friendly Food Packaging <b><u>M.G.T. Lakmali</u></b> and G.C. Samaraweera
6	2.50 pm - 3.00 pm	The Impact of COVID-19 on Agribusiness Sector: Views of Selected Agribusiness Companies in Sri Lanka <b><u>D.M.M. Sandeepani</u></b> , P.N.M.M. Wijerathna and G.C. Samaraweera
7	3.00 pm - 3.10 pm	Farm Households' Willingness to Pay for Sustainable Soil Fertility Management in Vadamardchy South West Division of Jaffna, Sri Lanka <b><u>V. Akilan</u></b> , K. Sooriyakumar, and A. Sireeranthan
8	3.10 pm - 3.20 pm	Tobacco Cultivation During European Period - A Historical Prospect Focused on Jaffna Peninsula <b><u>P. Sanchika</u></b>
	3.20 pm - 3.40 pm	Discussion