Urban consumers' choice of optimal and suboptimal products: Organic and Non-Organic Food Choices
Premaratna, S.P., Machado, L.J. and Gunawardena, M.N.

Construct of social capital on perceived decision making effectiveness in strategic supply chain decisions: With special reference to selected apparel sector international entities in Sri Lanka
Wanodya W.G.M.U. and Silva G.R.P.

Trade Elasticities and the Marshall Lerner Condition: Evidence from Sri Lanka
Chandrarathne S.G.U.S., Jayasundara J.M.D.P., Perera M.S.S. and Navaratne T.L.

The Impact of Reference Groups’ Recommendations on Attitude towards Organic Foods and Purchase Intention with Health Consciousness as a Mediator
Jayasinghe J.A.S.C.

Paradigm shifts in demographic components in the new millennium and possible implications: A case study of Sri Lanka
W. Indralal De Silva, Ranjith de Silva and Goonatilaka, W.S.M.
# Contents

Urban Consumers' Choice of Optimal and suboptimal products: Organic and Non-Organic Food Choices  
*Premaratna, S.P., Machado, L.J. and Gunawardena, M.N.*  
1 - 17

Construct of social capital on perceived decision making effectiveness in strategic supply chain decisions: With special reference to selected apparel sector international entities in Sri Lanka  
*Wanodya, W.G.M.U. and Silva, G.R.P.*  
18 - 46

Trade elasticities and the marshall lerner Condition: Evidence from Sri Lanka  
*Chandrarathne, S.G.U.S., Jayasundara J.M.D.P., Perera, M.S.S. and Navaratne, T.L.*  
47 - 66

The Impact of reference groups’ Recommendations on Attitude towards Organic Foods and Purchase Intention with Health Consciousness as a Mediator  
*Jayasinghe, J.A.S.C.*  
67 - 95

Paradigm Shifts in Demographic components in the new millennium and possible implications: A case study of Sri Lanka  
*W. Indralal De Silva, Ranjith de Silva and Goonatilaka W.S.M.*  
96 - 125
About the Authors

Premaratna, S.P.
Department of Economics, University of Colombo, Sri Lanka.
Email: spp@econ.cmb.ac.lk

Machado, L.J.
Email: joevinie@gmail.com

Gunawardena, M.N.
Manager, Hayleys PLC, Sri Lanka.
Email: milinda.n.gunawardena@gmail.com

Wanodya, W.G.M.U.
Email: udariwanodya@gmail.com

Silva, G.R.P.
Email: grpriyankara@hrm.cmb.ac.lk

Chandrarathne, S.G.U.S.
Assistant Lecturer, Department of Business Economics, University of Sri Jayewardenepura.
Email: udeshika@sjp.ac.lk

Jayasundara, J.M.D.P.
Management Trainee, Central Bank of Sri Lanka.
Email: dimuth.n@gmail.com

Perera, M.S.S.
Professor in Business Economics, Department of Business Economics, University of Sri Jayewardenepura.
Email: sumudu@sjp.ac.lk

Navaratne, T.L.
Lecturer, Department of Business Economics, University of Sri Jayewardenepura.
Email: thilini.n@sjp.ac.lk

Jayasinghe, J.A.S.C.
Department of Marketing, University of Colombo, Sri Lanka.
Email: sarathj@mkt.cmb.ac.lk

W. Indralal De Silva
Department of Demography, University of Colombo.
Email: indralald37@gmail.com

Ranjith de Silva
Former Research Scientist, Sri Lanka College of Obstetricians and Gynaecologists.
Email: ranjith.desilva49@gmail.com

W. S. M. Goonatilaka
Email: goonatilaka_savithri@yahoo.com
Submission Guidelines

Word Limit
• Article: Between 2,000 - 8,000 words (Maximum 30 pages including reference list, tables and figures).
• Keywords: Between 4 - 8 keywords.
• Title: Approximately in eight words.

Format
• Articles must be typed, double-spaced and single-sided and numbered using Arial font size 10.
• Title of the article should be in Arial font size 14.
• Title page must include the names, titles, degrees, affiliations and correspondence information for all authors.
• Tables and figures should be printed in separate pages and should be numbered in the order in which they are referred to in the text, e.g.: (Table 1), (Figure 1).
• All acronyms used repeatedly should be cited in its entirety along with abbreviation in parentheses on first reference. e.g.: National Centre for Advanced Studies (NCAS).
• All subsequent citations should use only the abbreviation.

References
• The journal uses footnotes rather than endnotes.
• Place the footnote number at the end of the sentence in which it appears.
• Old documents cited in the text must be included in the reference list at the end of the paper.
• Use APA style of referencing.

Submission
• Manuscripts must be submitted electronically on a CD or by e-mail to editor@ncas.ac.lk preferably in Microsoft Word (.doc or .docx) or Open Document Format (.odf).
• All submitted manuscripts are subject to peer editorial review and revision; those that are accepted will be edited according to the journal standards.

Submission Policy
• Papers submitted to the Journal should contain original work.
• Papers that have been published or accepted for publication elsewhere will not be reconsidered.
• The Editorial Board adopts strict rules to prevent plagiarism. Electronic software tools and other devices are used to cross check any plagiarism.

Checklist
Ensure that the following are included with the article.
• Author details in full.
• A word count.
• An abstract.
• Keywords.
• References in APA style.
• Tables (as applicable) numbered using Roman numerals and mentioned in the text.
• Figures (as applicable) numbered using Arabic numerals and mentioned in the text.
National Centre for Advanced Studies in Humanities & Social Sciences (NCAS)

The NCAS is home for research and intellectual interaction. It promotes reflective thinking, innovative ideas, creativity and originality among academics.

The NCAS is a national Centre in Sri Lanka set up by an Ordinance in October 2005 under Section 24A of the Universities Act No. 16 of 1978 for the purpose of promoting advanced studies and research mainly in the fields of Humanities and Social Sciences.

The Centre was set up after a few years of discussion and study at the University Grants Commission (UGC), initiated by several senior professors in the relevant fields, to address the needs and requirements of human resources development, advanced research studies and academic publications in humanities and social sciences as well as related fields. It was strongly felt that the state of academic contributions in social sciences and related fields compared to natural sciences including medicine, is lagging behind or not making the required contribution as they did in earlier times due to several perhaps unavoidable reasons.

A major root cause identified was the lack of opportunities for the increasing number of young academics in the ever expanding university system to undertake postgraduate studies and doctoral research. Foreign scholarships were hard to come by. Therefore, an initial task of the NCAS was to offer financial grants through government funding to academics to pursue their MPhils and PhDs at local and foreign universities. So far, 502 academics have availed themselves of this opportunity; 345 have completed their studies. The NCAS has selected 04 grantees for 2020, and they intend to undertake studies in local and foreign universities.

Online: https://www.ncas.ac.lk