



UNIVERSITY OF
KELANIYA

Faculty of
Graduate Studies



JOURNAL OF **MULTIDISCIPLINARY & TRANSLATIONAL RESEARCH (JMTR)**



Journal of Multidisciplinary and Translational Research (JMTR)



UNIVERSITY OF
KELANIYA | Faculty of
Graduate Studies

Published by
Faculty of Graduate Studies, University of Kelaniya, Sri Lanka
Volume 8, Issue II, December 2023

About the Journal

The Journal of Multidisciplinary and Translational Research (JMTR) is an open-access, peer-reviewed journal that is published online biannually by the Faculty of Graduate Studies, University of Kelaniya, Sri Lanka.

To expand the readership, starting with volume 8 issue II (2023), JMTR will only publish articles in English.

The Faculty of Graduate Studies, University of Kelaniya, Sri Lanka covers the cost of publication on behalf of the authors on acceptance of their article.

ISSN (E-Copy) : ISSN 3051-5262
ISSN (Hard copy) : ISSN 3051-5602



Journal of Multidisciplinary and Translational Research (JMTR) © 2023 by Faculty of Graduate Studies, University of Kalaniya, Sri Lanka is licensed under [CC BY-NC-SA](#)

Cover Design : Mr. Dilshan Sanjeewa

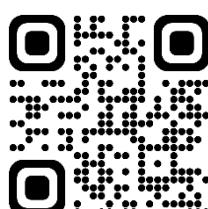
Layout Design : Ms. D.S.R.E.S.Gunawardhana

Web : <https://journals.kln.ac.lk/jmtr/index.php>

Email : jmtr@kln.ac.lk

Telephone : +94 112 90 39 55

: +94 715 17 95 02



Editorial Consultant

Snr. Prof. N.A.K.P.J. Seneviratne

Senior Professor in Chemistry

Department of Chemistry, Faculty of Science, University of Kelaniya, Sri Lanka
B.Sc. (Kelaniya, Sri Lanka), Ph.D. (Wayne State, USA) Postdoctoral Fellow (UBC, Canada), Commonwealth Fellow Leeds UK, Fulbright Fellow Massachusetts USA

Editor in Chief

Prof. N. Jayathilaka

Professor in Molecular Biology and Biochemistry

Department of Chemistry, Faculty of Science, University of Kelaniya, Sri Lanka
B. Sc. (UW Superior, USA) Ph. D. (USC, USA), Postdoctoral Fellow (UCSD, USA)
OWSD Early Career Fellow

Editorial Board

Dr. Samanthi Jayawardena

Senior Lecturer (Grade I), Department of Modern Languages, Faculty of Humanities, University of Kelaniya, Sri Lanka
Ph.D. (JNU, New Delhi), M.A. (JNU, New Delhi), B.A. (Kelaniya)

Dr. Ishanka Karunaratne

Senior Lecturer (Gr. I), Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
Ph.D. (Georg August - Germany), M.Sc. (Mgt) (USJ), B.B.Mgt. (HRM) (Kel'ya), CMA Passed Finalist, Dip. (Psychology), Ad. Dip. in Acc. and Bus. (ACCA, UK), ACPM

Editorial Secretary

Mr. K.B.S.L. Wijeratne

Deputy Registrar, Faculty of Graduate Studies, University of Kelaniya, Sri Lanka
B.A. (Kelaniya), MBA (PIM - SJP)

Editorial Assistant

Ms. D.S.R.E.S. Gunawardhana
B.A. (Kelaniya)

Table of Contents

Article Number	Title of the paper	Page No.
JMTR/23/01	Western theory in lesser-known, non-Western literary translation: Perils of Venuti's foreignization in English translations of Sinhala novels Aditha Udayangi Dissanayake ^{1*}	1-9
JMTR/23/02	Measurement model to assess sustainable agriculture potential of Sri Lankan rice farmers derived using rural livelihood assessment framework: Studied in Mahaweli-Block (H) S.M.W.P.K. Ariyarathne ^{1*} , K.G. Madurika Nanayakkara ² and S.C. Thushara ³	10-29
JMTR/23/03	A study on how gender and stream of studies impact social intelligence of undergraduates in Sri Lanka Vajra Muthukumar ^{1*} , Pretheeba Pratheesh ² and Tharmika Ilyathambi ²	30-40
JMTR/23/04	The impact of digital service quality dimensions on customer satisfaction and customer loyalty of digital banking in Sri Lanka U.G.C. Lakchan ^{1*} and G.C. Samaraweera ²	41-64
JMTR/23/05	Gender Diversity in Corporate Boards: A Systematic Literature Review Madumi Perera ^{1*} , P.M.J. Prasad ¹ and Nuwan D. Semage ¹	65-76
JMTR/23/06	Challenges faced by library staff of academic libraries during the Covid-19 pandemic: University of Sri Jayewardenepura Library experience Nishaya Nirmani Pathirana ^{1*}	77-96
JMTR/23/07	Impact of green product positioning, attitudes, and knowledge on green product purchase intention among consumers in Colombo city limit in Sri Lanka Nilusha Madhu Sooriyaarachchi ^{1*}	97-114
JMTR/23/08	Women's representation in local government in Sri Lanka: a study on the new (local government) electoral system A. A. S. Abeyasinghe Gunasekera ^{1*}	115-127
JMTR/23/09	Transforming Sri Lankan hotels: A pilot study on the journey towards environmental sustainability and change management P.D.C.T. Kannangara ¹ , M.M. Shamil ^{2*} and H.A.K.N.S. Surangi ²	128-151
JMTR/23/10	Code-mixing patterns of commercial advertising in Sri Lanka: With special reference to food and beverage advertising U.P.N.N. Pathirana ^{1*}	152-162



UNIVERSITY OF
KELANIYA

Faculty of
Graduate Studies



ISSN (E-Copy) : ISSN 3051-5262

ISSN (Hard copy) : ISSN 3051-5602



+ (94) 71 5 179 502



fgsj@kln.ac.lk
editorjmtr@kln.ac.lk



www.journals.kln.ac.lk/jmtr

