



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 10, Issue II, December 2025

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



The Journal of Multidisciplinary and Translational Research (JMTR) is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License ([CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/)). Copyright © 2025 The Author(s).

Cover Design : Mr. Dilshan Sanjeewa

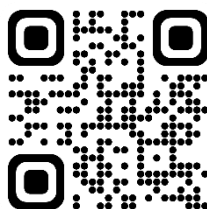
Layout Editor : Ms. D.S.R.E.S. Gunawardhana

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 Director

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. Ishanka Karunarathne

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

Copy Editors

Dr. Mahendra Gunwardane

Senior Lecturer (Grade I), Department of Microbiology, University of Kelaniya, Sri Lanka

Ph.D. (Kelaniya), MPhil (Edinburgh), B.Sc. (Sp) (Kelaniya)

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 and Layout Editor

Ms. D.S.R.E.S. Gunawardhana

B.A. (Kelaniya)

Table of Contents

Article Number	Title of the paper	Page No.
JMTR/25/180	A blended perspective on digital mastery and sustainable firm performance in emerging economies: A conceptual paper Rita Bridgette Derry ^{1*}	1-20
JMTR/25/187	Assessing the impact of socio-demographic factors on spatial recognition in the city of Galle M.H.N. Perera ^{1*} , P.K.S. Mahanama ² , Anuradhi S. Hapuarachchi ¹ , I.M. Dissanayaka ¹ , W.D. Dilrangi ^{1*}	21-40
JMTR/25/226	Transparency without inclusion: Civil society experience of e-Governance in local government institutions in Ratnapura district, Sri Lanka H.D.H. Jeewanthi ^{1*} , Osantha N. Thalpawila ¹	41-52
JMTR/25/194	Estimation of selected factors affecting rice imports in Sri Lanka K.A.I.D. Karunanayake ^{1*} , U.P. Liyanage ² and A.P. Hewarachchi ³	53-69
JMTR/25/143	The behavior of household food consumption expenditure in Sri Lanka (2006–2016): An APE approach in urban, rural, and estate sectors N.J.C. Paraneetharan ^{1*}	70-85
JMTR/25/179	Factors associated with Technology stream preferences at GCE A/L in the Western province of Sri Lanka: A Chi-square analysis R.D.S.D. Ranasinghe ^{1*} , P. Dissanayake ² , B. Kavinda ³	86-97
JMTR/25/188	The impact of customer perceptions of sustainability practices on brand loyalty, with reference to the hotel industry in Sri Lanka A.A.D. Sachini Annjala ^{1*}	98-115
JMTR/25/204	Entrepreneurial ecosystem services in cultural and creative industries: Evidence from the Watapath sector in a resource-constrained setting A. Mithursan ^{2*} , S.R.M.S.D. Samarasuriya ¹ and D.I.J. Samaranayake ³	116-127

JMTR/25/207	The academic writing challenges of undergraduate students: A case study based on three selected science-based faculties at a state university in Sri Lanka H.M.N.N. Herath ^{1*} and Jayamal de Silva ²	128-144
JMTR/25/191	A study on English to Sinhala translations of <i>Chinaman</i> by Shehan Karunatilaka and <i>Sam's Story</i> by Elmo Jayawardena S.J.K.R.K. Kumarihami ^{1*}	145-165



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

