LIST OF REFERENCES

Armstrong, M. (2012), Armstrong's Handbook of Human Resource Practice, London: Kogan Page.

Barton, C. J. & Joe, L. (1991), Defining Entrepreneurship, Journal of Small Business Management.

BigOven. Organic vs Inorganic Foods. Retrieved from https://www.bigoven.com/organic-vs-inorganic-foods

Daft, R.L. (2012), New Era of Management, New Delhi: Cengage Learning

Eric Ries, (2011), The Lean Startup, Penguin Books Limited

Gardiner, P. D. (2005). *Project Management: A Strategic Planning Approach*, Hampshire: Palgrave Macmillan.

Gedeon, S. (2010), what is Entrepreneurship? Entrepreneurial Practice Review, Volume 1 Issue 3.

Guardian News and Media Limited. *Clear differences between organic and non-organic food,* study finds. Retrieved from http://www.theguardian.com/environment/2014/jul/11/organic-food-more-antioxidants-study

Human Kinetics. *The importance of health, fitness, and wellness*. Retrieved from http://www.humankinetics.com/excerpts/excerpts/the-importance-of-health-fitness-and-wellness

IndexMundi. *Sri Lanka - Urban population growth*. Retrieved from http://www.indexmundi.com/facts/sri-lanka/urban-population-growth

INFOLANKA.ASIA. Sri Lankans should change their lifestyle habits to prevent diseases and early aging. Retrieved from /http://infolanka.asia/food-and-cooking/health/srilankans-should-change-their-lifestyle-habits-to-prevent-diseases-and-early-aging

Kerzner, H. R. (2004). Advanced Project Management: Best Practices on Implementation, 2e, New Jersey: John Wiley & Sons.

Khanna, R. B. (2010), *Production and Operations Management*, New Delhi: PHI Learning Private Ltd.

Kotler Philip et al., (2012). Marketing management (14th ed.). New Delhi: Pearson Education.

Kumar, S, A., Suresh, N., (2008), *Production and Operations Management*: New Delhi: New Age International (Pvt) Ltd.

Millstone Estate Winery. Wine, Wood-Fired Pizza and Anna Lyman Latin Diva! August 24th. Retrieved From http://millstonewinery.ca/2014/08/wine-wood-fired-pizza-and-annalyman-latin-diva-august-24th/

Ministry of Health and Indigenous Medicine, Sri Lanka, Retrieved from http://www.health.gov.lk/en/

Open Colleges. *10 INTERPERSONAL SKILLS*. Retrieved from http://www.opencolleges.edu.au/careers/top-10-interpersonal-skills#.VSRz5NyUfQA

Osterwalder, A. & Pigneur, Y. (2010), *Business Model Generation*, John Wiley & Sons, Inc.

Perera, C. T. A. (1990), Achievement through a Collectivistic Work Ethic, MBA Research Paper.

Regents of the University of California. Seven Dimensions of Wellness. Retrieved From https://wellness.ucr.edu/seven_dimensions.html

Richards, D. & Engle, S. (1986). *After the vision: Suggestions to corporate visionaries and vision champions*, Alexandria: Miles River Press.

Robbins, S. P., Judge, T. A. & Vohra, N., (2012), *Organizational Behavior*, New Delhi: Pearson.

The Self NutritionData method and system. *Nutritional Effects of Food Processing*. Retrieved from http://nutritiondata.self.com/topics/processing

Thompson A.A., Pereraf M.A., Gamble J.E., Strickland A.L., Jain A.K. (2012), *Crafting and Executing Strategy*, New Delhi: McGraw Hill Education (India) Pvt. Ltd.

Vesper, K. (1980), New Venture Strategies, Englewood Cliffs, NJ: Prentice-Hall.

Wijeya Newspapers Ltd. *Could urbanization be the next growth driver in Sri Lanka?*. Retrieved from http://www.dailymirror.lk/53644/could-urbanization-be-the-next-growth-driver-in-sri-lanka

Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M. (2009). A typology of social entrepreneurs: Motives, search processes and ethical challenges. *Journal of Business Venturing*, 24, 519-532.