

References

- Anderson, A. R. (2008). Chromium and polyphenols from cinnamon improve insulin sensitivity: Plenary Lecture. *Proceedings of the Nutrition Society*, 67(1), 48-53. doi: 10.1017/S0029665108006010
- Bessant, J. & Tidd, J. (n.d.). *Entrepreneurship*. Retrieved from <https://www.wiley.com/en-lk/Entrepreneurship.htm>
- Bessant, J. & Tidd, J. (n.d.). *Innovation and Entrepreneurship*. Retrieved from <https://www.wiley.com/en-lk/Innovation and Entrepreneurship.htm>
- Blue ocean tools. (n.d.). Retrieved from <https://www.blueoceanstrategy.com/tools/value-innovation.htm>
- Business model vs. business plan. (n.d.). Retrieved from https://www.thebusinessplanshop.com/blog/en/entry/business_model_vs_business_pl.htm
- Carsrud, A., & Brännback, M. (2011). Entrepreneurial motivations: what do we still need to know? *Journal of Small Business Management*, 49(1), 9–26.
- Ceylon cinnamon under threat. (2015, August 26). *Daily Mirror*. Retrieved from <http://www.dailymirror.lk/article/ceylon-cinnamon-under-threat-84905.htm>
- Cinnamon farming information detailed guide. (2018, September 02). Retrieved January 01, 2019, from <https://www.agrifarming.in/cinnamon-farming-information>
- Cinnamon. (n.d.). Retrieved January 02, 2019, from https://srilankaspices.com/sl_spices_cinnamon.html
- Cinnamon Training Academy. Retrieved from <http://cinnamonacademy.lk/about-ceylon-cinnamon/>
- Cinnamon Vogue Company. Retrieved from <http://www.cinnamonvogue.com>

Crawford, J., Garland, B., & Ganesh, G. (1988). Identifying the global pro-trade consumer. *International Marketing Review*, 05(4), 25. Retrieved from https://www.researchgate.net/publication/242340119_Identifying_the_global_protrade_consumer.

Daniels, J. D. (1987). Bridging national and global marketing strategies through regional operations. *International Marketing Review*, 04(3), 29-44. doi: 10.1108/eb008334.

Department of Export Agriculture. Retrieved from <http://www.exportagriddept.gov.lk/web/index>.

De Silva C. R. (1973). Trade in ceylon cinnamon in the sixteenth century. *The Ceylon Journal of Historical and Social Studies*, 03(02), 14 -19

Distribution of cinnamon exports worldwide in 2015, by country. (n.d.). Retrieved from <https://www.statista.com/statistics/593167/global-distribution-cinnamon-exports-by-country/>

Entrepreneur quotes. (n.d.). Retrieved from <https://www.brainyquote.com/quotes/peterdrucker>

EVMS education center basic concepts of earned value management (EVM). (n.d.). Retrieved from <https://www.humphreys-assoc.com/evms/basic-concepts-earned-value-management-evm-ta-a-74.htm>

Genestre, A., Herbig, P., & Shao, A. T. (1995). Japanese international marketing strategy. *Marketing Intelligence & Planning*, 13(11), 36-46. doi : 10.1108/02634509510102183.

Hassan, S., & Craft, H. (2005) Linking global market segmentation decisions with strategic positioning options, *Journal of Consumer Marketing*, 22(2),81-89, doi : 10.1108/07363760510589244

Hassan, S., & Craft, H. (2012) Examining world market segmentation and brand positioning strategies, *Journal of Consumer Marketing*, 29(5), 344-356, doi : 10.1108/07363761211247460

Here's where women-led businesses are winning. (2018). Retrieved from <https://advancingwomen.com/heres-women-led-businesses-winning/>.

Huang, T .C., (2007) Induction of apoptosis by cinnamaldehyde from indigenous cinnamon *Cinnamomum osmophloeum Kaneh* through reactive oxygen species production, glutathione depletion, and caspase activation in human leukemia K562 cells, *Journal of Food Chemistry*. 103(2), 434–443.

Huszagħ, S. M., Fox, R. J. & Day, E. (1986), Global marketing: an empirical investigation. *Columbia Journal of World Business*, 20(4), 31-43. Retrieved from https://www.researchgate.net/publication/229602647_Global_marketing_an_empirical_investigation

Kim, J., & Lee, J. (2018). Oral consumption of cinnamon enhances the expression of immunity and lipid absorption genes in the small intestinal epithelium and alters the gut microbiota in normal mice [Abstract]. *Journal of Functional Foods*, 49(2), 96-104. doi : 10.1108/S1756464618304353.

Kotler, P. (1986), Global standardization – courting danger. *Journal of Consumer Marketing*, 3(2), 13-15. Retrieved from <http://www.emeraldgroup publishing .com/products/bac kfiles/pdf/kotler.pdf>

Kotler, P. (1994) *Marketing Management* (8th ed.) New Delhi: Prentice Hall of India Private Limited.

Lussier, N., Bandara, C., & Shaike, M. (2016) Entrepreneurship success factors: an empirical investigation in Sri Lanka, *World Journal of Entrepreneurship, Management and Sustainable Development*, 12(2), 102-112, doi : 10.1108/S0924224416304782

Miller, T. L., Grimes, M.G., McMullen, J. S., & Vogus, T. J. (2012). Venturing for others with heart and head: How compassion encourages social entrepreneurship. *Academy of Management Review*, 37(4), 616–640

Mullin, S. (2018, April 01). Value propositions: what they are and how to create them (with Examples). Retrieved October 15, 2018, from <https://www.shopify.com/blog/valueproposition>

Nambisan, S., & Siegel, D. (2018). On open innovation, platforms, and entrepreneurship [Abstract]. *Strategic Entrepreneurship Journal*, 12(03). Retrieved from <https://onlinelibrary.wiley.com/action/>

Nishantha, B. (2014). Growth Determinants of Small Enterprises in Sri Lanka. *Sri Lanka Journal of Management*, 19(1&2), 63-92.

Nooteboom, B. (1988), The facts about small business and the real values of its ‘life world’ ,*American Journal of Economics and Sociology*, 47(3), 299-314. doi : 10.1111/j.1536-7150.1988.tb

Rao, P. V. (2014, April 10). Evidence based complement alternate medicine. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4003790/>. doi:10.1155/2014/642942

Ribeiro, R. & Andrade, M. (2017). Revisiting an ancient spice with medicinal purposes : Cinnamon. *Trends in Food Science & Technology*, 62(1), 154-169. doi : 10.1108/S0924224416304782

Shane, S., Locke, E. A., & Collins, C. J. (2003). Entrepreneurial motivation. *Human Resource Management Review*, 13(2), 257–279.

Sheth, J. (1986). Global markets or global competition. *Journal of Consumer Marketing*, 3(2), 9-11. Retrieved from https://www.researchgate.net/publication/235266805_Global_Markets_or_Global_Competition/.

Stewart, C. (2018, October 16). Why entrepreneurs must understand their market before entering it. Retrieved from <https://blog.marketresearch.com/why-entrepreneurs-must-understand-their-market-before-entering-it.htm>

Torben, R. (2013, April 24). *The importance of organizational alignment*. Retrieved from <https://www.torbenrick.eu/blog/strategy/the-importance-of-organizational-alignment/>

Why is market research important for new business ideas? (n.d.). Retrieved from <https://www.bl.uk/business-and-ip-centre/articles/why-is-market-research-important-for-new-business-ideas>

Wong, H. & Merrilees, B. (2007). Multiple roles for branding in international marketing. *International Marketing Review*, 24(4), 6-13. doi :10.1108/02651330710760982.

Yeh, H.F., Lou C.Y., Lin C.Y., Cheng S.S., Hsu Y.R., & Chang S.T., (2013). Methods for thermal stability enhancement of leaf essential oils and their main Constituents from Indigenous Cinnamon (*Cinnamomum osmophloeum*) *Journal of Agricultural and Food Chemistry*, 61(26), 6293 - 6298.