

References

- (December 2014). *Advances in Accounting*, , Volume 30, Issue 2, Pages 425-439.
- About SLBC*. (2015, 09 12). Retrieved from Sri Lanka Broadcasting Corporation website:
<http://www.slbc.lk/index.php/about-slbc.html>
- Aspara, J., Hietanen, J., & Tikkanen, H. (2009). Business model innovation vs. replication: Financial performance implications of strategic emphases. *Journal of Strategic Marketing*, 06.
- Baren, S. J. (2006). *Introduction to mass communication - media literacy and culture*. Los Angeles: McGraw - Hill.
- Borgianni, Y., Cascini, G., & Rotini, F. (2012). Investigating the Patterns of Value-Oriented Innovations in Blue Ocean Strategy. *International Journal of Innovation Science* retrieved from <http://www.researchgate.net/publication/233869128>, Vol 4 No3, 123-141.
- Bradly, L. (2005). Colonials, bourgeoisies and Media Dynasties: A Case Study of Sri Lankan Media. *Central Queensland University*, 9.
- Bureau, L. M. (2015). *Rap Radio Summary - August 2015*. Colombo: LMRB.
- Camebridge Business English*. (2015, 09 14). Retrieved from Cambridge Dictionary:
<http://dictionary.cambridge.org/dictionary/english/drive-time?a=business-english>
- Crusz, N. (1998, 09 29). *Livy's golden years on radio*. Retrieved from
<http://www.rootsweb.ancestry.com>:
<http://www.rootsweb.ancestry.com/~lkawgw/livy.html>
- Gershon, R. A. (2010). *Media Innovation: Disruptive Technology and the Challenges of Business Reinvention*. Michigan: University of Western Michigan retrieved from
<http://homepages.wmich.edu/~gershon/courses/5540/Media%20Innovation%20Paper.pdf>.
- Gunawardena, V. (1995). The changing media environment and its impact on media values in Sri Lanka. *AMIC Seminar on Asian Vlues in Journalism* Retrieved from

<http://hdl.handle.net/10220/1302> (p. 02). Kuala Lumpur: Nanyang Technological University, Singapore.

Hamel, G. (2006). The what, why and how of management innovation. *Harvard Business Review*, February 72-87.

History - Text book for Grade 11. (2012). Colombo: Education Publications Department.

Index Mundi Literacy rate. (2015, 09 12). Retrieved 07 02, 2015, from www.indexmundi.com: <http://www.indexmundi.com/g/g.aspx?c=ce&v=39>

Jowett, G. S., & O'Donnell, V. (2006). *Propaganda & Persuasion*. California: Sage Publications retrieved from https://us.sagepub.com/sites/default/files/upm-binaries/61112_Chapter_3.pdf.

Kim, W. C., & Mauborgne, R. (2005). *Blue Ocean Strategy*. Massachusetts: Harvard Business School Press.

Kim, W. C., & Mauborgne, R. (2005). *Blue Ocean Strategy - How to create uncontested market space and competition Irrelevant*. New York: Harvard Business School Publishing Corporation.

LMRB. (2006). *2006 Q1 Sinhala radio ratings*. Colombo: April

LMRB. (2006). *2006 Q2 Sinhala radio ratings*. Colombo: July

LMRB. (2006). *2006 Q3 Sinhala radio ratings*. Colombo: October

LMRB. (2007). *2006 Q4 Sinhala radio ratings*. Colombo: January.

LMRB. (2007). *2007 Q1 Sinhala radio ratings*. Colombo: April

LMRB. (2007). *2007 Q2 Sinhala radio ratings*. Colombo: July

LMRB. (2007). *2007 Q3 Sinhala radio ratings*. Colombo: October

LMRB. (2008). *2007 Q4 Sinhala radio ratings*. Colombo: January

LMRB. (2008). *2008 Q1 Sinhala radio ratings*. Colombo: April

LMRB. (2008). *2008 Q2 Sinhala radio ratings*. Colombo: July

- (2015, 08 22). *LMRB Listenership Ratings - August 2015*. Colombo: Lanka Market Research Bureau .
- Lokshin, B., & Knippen, C. (2013). Innovativeness and Broadcaster Listenership: Evidence from the German Radio Industry. *Journal of Media Business Studies - retrieved from* <http://www.tandfonline.com/doi/abs/10.1080/16522354.2013.11073561>, Vol. 10, Iss. 2, 1-16.
- MBC Networks* . (2015, 09 12). Retrieved from Capital Maharaja Organization Limited: <http://www.capitalmaharaja.com/index.php/our-companies/mbc-networks.html>
- Nationa Census - 2012*. (2015, 07 30). Retrieved from National Statistics Department of Sri Lanka: <http://www.statistics.gov.lk/PopHouSat/CPH2011/Pages/Activities/Reports/FinalReport/FinalReport.pdf>
- Owens, J. W., & Carpentier, F. D. (2004.). Radio Station Innovation and Risk Taking: A Survey of Programmers and General Managers. *International Journal on Media Management*, Volume 6, Issue 3-4, p226-234 retrieved from <http://www.tandfonline.com/doi/abs/10.1080/14241277.2004.9669405>.
- (2006). *Radio Listenership Ratings*. Colombo: Lanka Market Research Buearo.
- Ranasuriya, D. (2015). Effects of Radio and Television Media on Language. *Mass Communicat Journalism* 5(6) doi:10.4172/2165-, 1.
- Rubin, A. M., & Step, M. M. (2000). Impact of Motivation, Attraction, and Parasocial Interaction on Talk Radio listening. *Journal of Broadcasting & Electronic Media retrieved from* http://www.tandfonline.com/doi/abs/10.1207/s15506878jobem4404_7, Vol 44 Issue 4 p635-654.
- Sterling, C. H. (2004). *The Encyclopedia of Radio*. London: Fitzroy Dearborn.
- The Group*. (2015, 09 14). Retrieved from Capital Maharaja Organization: <http://www.capitalmaharaja.com/index.php/the-group.html>

- The Whitehouse*. (2015, September 25). Retrieved from Your Weekly Address:
<https://www.whitehouse.gov/briefing-room/weekly-address>
- The World Factbook*. (2013). Washington, DC: Central Intelligence Agency. Retrieved from The World Factbook 2013-14. Washington, DC: Central Intelligence Agency, 2013 .
- W. D. Lakshman, P. S. (2008). *Development perspectives, growth and equity in Sri Lanka*. Colombo: Department of Economics, University of Colombo.
- Wade, J. (2004). *Dealing Effectively With the Media*. California: Crisp Publication.
- Warren, S. (2005). *Radio: the book*. California: Elsevier Focal Press - retrieved from Google books.
- Yoder, P. S., Hornik, R., & Chirwa, B. C. (1996). Evaluating the Program Effects of a Radio Drama about AIDS in Zambia. *Studies in Family Planning*, 188.